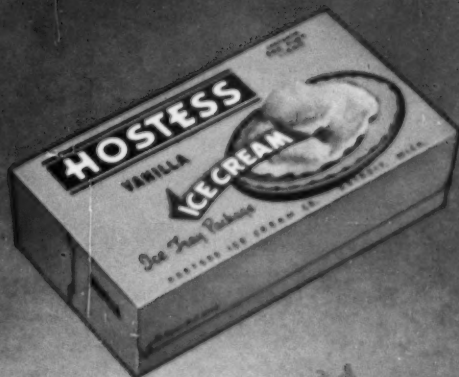
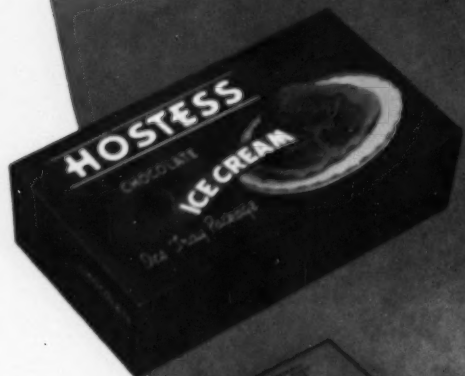


# ICE CREAM FIELD



# TEMPT THEIR TASTE

*with Full Flavor Appeal!*



You know how women are . . . they like things bright, and gay, and clean . . . often keep colors in mind in planning meals. That's why it is so important, in selling ice cream through display cabinets, to make the most of colorful packages. It reminds them of delicious flavor and helps them quickly select the flavor they want. Sutherland multi-color printing facilities are unexcelled. Sutherland ice cream packages are helping set new sales records all over the nation. Write for complete details.

FOLDING, PARAFFINED, AND LAMINATED CARTONS  
BAKERY PACKAGES • PREPACKAGING BOARDS AND TRAYS



LIQUID-TIGHT CONTAINERS • FOOD TRAYS • PAPERWARE  
EGG CARTONS • PLATES • PAILS • HAND-HANDLE CUPS

VOL. LVI, No. 6, December, 1950. ICE CREAM FIELD is published monthly at 5110 Elm Ave., Baltimore 11, Md., by the E. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York Office, 19 W. 44th St., New York 18, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly: \$2 in the U. S., \$2.50 in Canada, \$5 foreign; single copies 25c in the U. S. and Canada, 35c foreign.



# bright future!

**Years and Years of Powerful "SELL" and Dependable Performance  
Are Built into This Great Merchandiser**

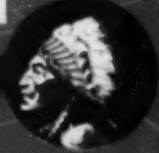


You're all set when you install the 1951 Savage M-9 Merchandising Cabinet in your retail outlets. All set for a long time to come. All set for low cost operation, really economical maintenance, and greater impulse sales than you ever thought possible!

The new Savage merchandiser is an all-steel cabinet and is built to last—and last. Amazingly efficient refrigeration (best in the industry — 3 refrigerated partitions!) maintains proper ice cream temperatures without overburdening the compressor. And the compressor itself slides out quickly and easily.

And talk about selling power! The smart design, sparkling clean appearance, and 3-dimensional ice cream pictures attract shoppers galore. The full-length top opening makes self-service easy and inviting. Records prove that impulse sales actually soar where the Savage M-9 is at work.

So take steps now to create a bright and secure future for your retail selling operation. Write today for illustrated literature on the 1951 Savage M-9 Merchandising Cabinet, Savage Arms Corporation, Refrigeration Division, Utica 1, New York.



The 1951

## SAVAGE

M-9

*"Double Duty" Merchandising Cabinet  
It Sells and Stores*

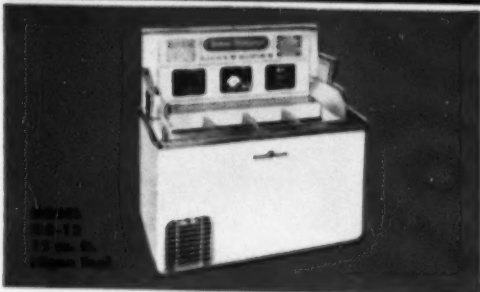
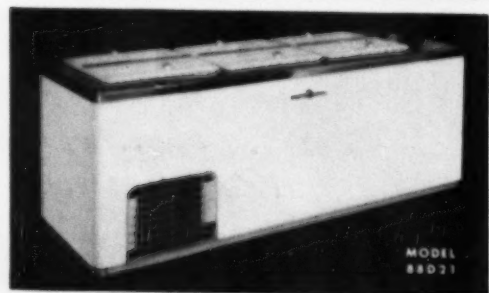
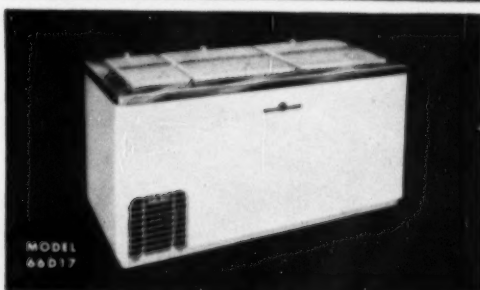
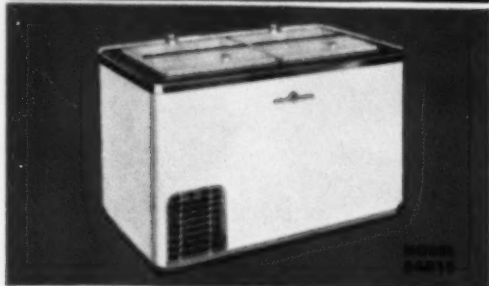
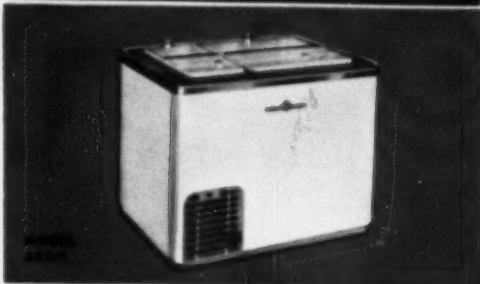
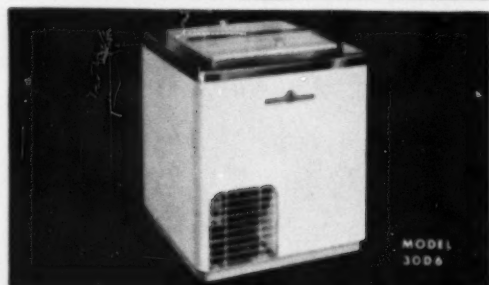
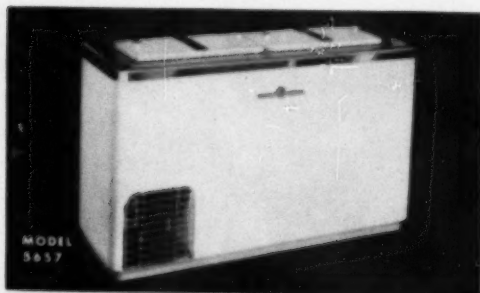
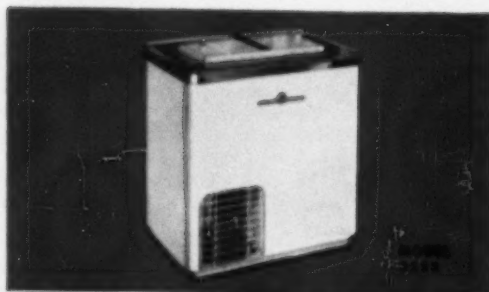
**SPECIFICATIONS:**

Length	30 1/2 inches
Width	28 inches
Height	33 1/2 inches
to top of refrigeration	
Condensing Unit	16 h.p.

**NEW!**

Ask about Savage's other merchandising cabinet, featuring giant capacity, with 5 refrigerated compartments.

# Get the Newest-



# from the **Oldest Maker...** **Get Kelvinator!**

Where can an ice cream manufacturer turn, with complete confidence, when he wants cabinets with *increased capacities . . . greater durability . . . more dependability . . . lower operating costs?*

There's one sure answer. To Kelvinator! For here are the cabinets that embody the matchless experience of America's pioneer builder of low temperature cabinets for the ice cream industry. Cabinets, open top or closed, for every type of

outlet. Cabinets that keep your product quality at its peak at the point of sale. Cabinets with *quick service and space-thrifty* features that are welcome to dealers everywhere. Choose Kelvinator . . . with confidence! For complete details, see your Kelvinator representative or write for your copy of Kelvinator's new Ice Cream Cabinet Catalog. Kelvinator, Division of Nash-Kelvinator Corp., Detroit 32, Michigan.

## **MORE of the Features that Mean MORE to your Dealers!**

- "Double-the-Width" lids . . . open from either side or end!
- Maximum capacity in minimum floor space!
- Cabinets designed for smooth, "in-line" fountain installation!
- Even temperature distribution throughout cabinet!
- Plenty of "easy-to-service" features!
- Powered by efficient, trouble-free Polar-sphere!

## **DIMENSIONS — CAPACITIES — SHIPPING WEIGHTS**

MODEL	DIMENSIONS			CAPACITIES		APPROX. SHIP. WT.
	LENGTH	WIDTH	HEIGHT	BLK.	PACKAGE	
32 S 3 (2H)	31 3/8"	21"	34 1/4"	7 1/2 gal.	102 pints	238 lbs.
56 S 7 (4H)	55 1/8"	21"	34 1/4"	17 1/2 gal.	254 pints	342 lbs.
30 D 6 (4H)	30 3/8"	30 3/8"	34 1/4"	15 gal.	226 pints	265 lbs.
43 D 9 (6H)	42 1 1/8"	30 3/8"	34 1/4"	30 gal.	403 pints	427 lbs.
54 D 13 (8H)	53 1 1/8"	30 3/8"	34 1/4"	40 gal.	560 pints	550 lbs.
66 D 17 (10H)	66 3/8"	30 3/8"	34 1/4"	55 gal.	766 pints	710 lbs.
88 D 21 (12H)	88 3/8"	30 3/8"	34 1/4"	72 1/2 gal.	952 pints	999 lbs.
K M-12	53 1 1/8"	30 3/8"	52 1/2"		471 pints	

\*Including superstructure; 56 1/2" to top of cabinet.

# 1951



*R. H. Fair*



*H. J. French*



*E. J. Chavaland*



*S. D. Wafel*



*C. M. Miller*



*R. C. Chapin*



*W. C. Chapin*



*H. K. Trimby*

## ... and Your 8 Best Wishers

As the New Year dawns, each one of us here at Vanilla Laboratories sends best wishes for your health and success during 1951.

And each desires to express his appreciation to his friends in the trade for the many courtesies shown him during 1950 and to assure you all of our entire organization's earnest desire to continue to cooperate in every way.

**Vanilla Laboratories, Inc.**  
Rochester, N.Y.

PURES  
BLENDS  
CONCENTRATES  
POWDERS



# PACK IT IN PURITANS



When you want to move out ahead of competition, when you want to be the ice cream in your area, you can't afford to miss a trick. You have to look the best, for one thing. And that's where Puritans give you a big hand. For example, customers, young and old alike, just can't miss your name printed clean and

sharp on the sides of every Puritan. And the rich-looking design helps put the stamp of quality on your brand even before the lid is off! We've got a lot more ideas on how to merchandise your brand, so write to our Advisory Service today. Address: Kensington, Conn. or 4711 Foster Avenue, Chicago, Ill.



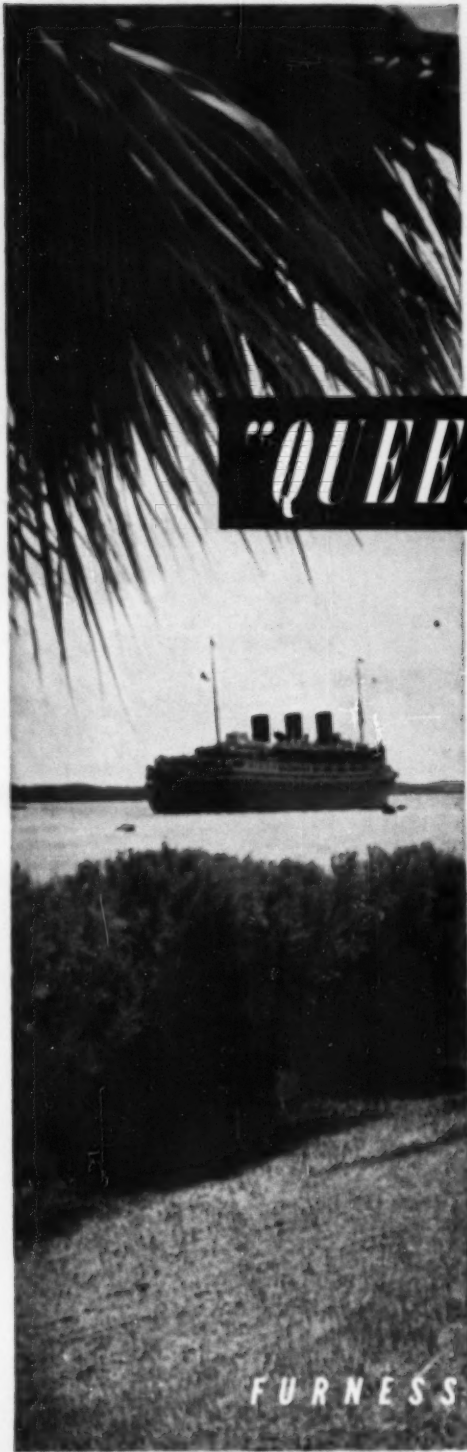
*Puritan—a Long Established Name in Cups*



**THE AMERICAN PAPER GOODS CO.**

KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS

SINCE 1900



*You Enjoy*  
**BERMUDA**  
*so much more*

WHEN YOU GO ON THE

## **"QUEEN of BERMUDA"**

BERMUDA is only half of your vacation adventure when you sail on the pleasure-planned "Queen". The other half is the wonderful trip to and from the peaceful islands on the giant luxury liner that's been designed especially for care-free holidays. Just think of it . . . glorious days relaxing at sea . . . broad breeze-swept sports decks . . . a shimmering salt water pool . . . sumptuous lounges and intimate cocktail bars . . . top dance orchestra and a varied entertainment program . . . every stateroom with private bath. And the best part is that your vacation doesn't end when you leave Bermuda . . . you still have the exciting return trip on the ship that's just waiting, with a congenial crowd of shipmates, to give you the time of your life.

*Regular Sailings from New York*

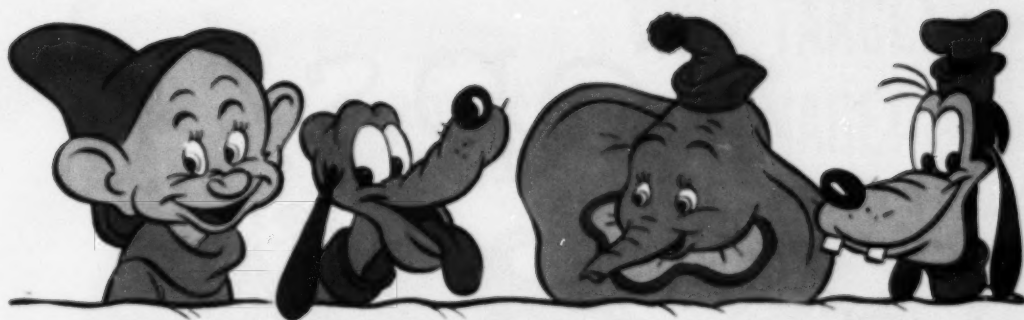
**ROUND TRIP<sup>s</sup> \$125** *and up  
plus tax*

*See Your Travel Agent or*

**FURNESS BERMUDA LINE**

34 WHITEHALL STREET, NEW YORK 4, N. Y.

**FURNESS** *leads the way to Bermuda*



# Season's Greetings

from Donald Duck  
and all the gang  
at  
**I.C.N.**



COPYRIGHT  
WALT DISNEY  
PRODUCTIONS

We'll be with you again in '51,  
cooperating to our fullest extent to make the  
New Year the happiest  
and most prosperous ever for you and  
your ICN stick confections.

**ICE CREAM NOVELTIES, INC.**  
601 WEST 26th STREET, NEW YORK 1, NEW YORK

# Tops!



FOOTE & JENKS • • JACKSON . MICHIGAN



This  
Winter

set your sights on a **TWIN TARGET** for  
**INCREASED GALLONAGE!**



**EMPIRE WAFERS** pave the way...  
for wherever they go...  
ice cream sales grow!

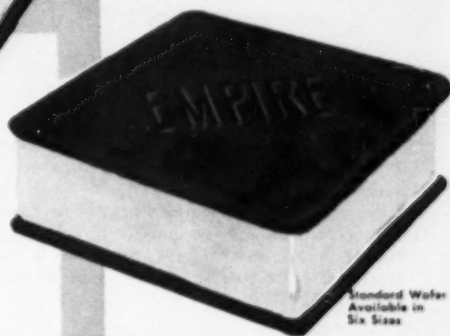


New Giant Wafer  
2 x 5 1/2 - Looks Bigger,  
Sells Better!

Ice Cream Sandwich season over? Not by a long shot. There's sales and profits aplenty in serving the vast institutional market of schools, movies, factories, etc., through regular channels and through the new, fast growing merchandising device of vending machines. In fact, preliminary surveys indicate that ice cream sandwiches actually outsell stick confections by as much as 2 to 1 through vending machines. And that's to be expected, for Ice Cream Sandwiches made with tasty Empire Biscuits are a natural for selling the institutional market through vending machines. Here are two good reasons why: No sanitation problem (just a bag to dispose of) . . . and the fact that Empire Ice Cream Sandwiches stay crisp and flavorful.

Send for Empire Wafer Samples today . . . and you've valuable ammunition to bag additional gallonage through ice cream sandwich sales in these virtually untapped markets!

P.S. Ask about our new NICKEL sandwich wafer!



Standard Wafer  
Available in  
Six Sizes



FREE! Streamers and  
Point of Sale Decals!

**EMPIRE BISCUITS**

30 Waverly Avenue, Brooklyn 5, N.Y.

Division of Airline Foods

EMPIRE **50**TH ANNIVERSARY

# Another Masterpiece



The new 1951 Model OG11C  
**ICE CREAM**

**Low Temperature  
DISPLAY  
CABINET**

**25% larger — 10% colder**

Capacity 420 square pints or 270 round pints.

**SPECIAL FEATURE:** An additional high level refrigerated surface under superstructure and above front glass for constant temperature throughout.

**A**CE quality standards are exceptionally high, necessitating a constant vigilance in the test laboratory, checking and rechecking every square inch. You don't buy a display cabinet every day so don't settle for "any cabinet" because of price. It costs no more to own an ACE . . . by all standards, the **FINEST**. And in the long run, because it is trouble-free, it is the **MOST ECONOMICAL**, so why gamble? Be sure . . . insist on an ACE!



ACE units are created by master engineers and designers who know, from experience, the type of merchandiser cabinets that do a terrific impulse-selling job.

**THE BUSIEST PLACE IS AROUND AN ACE!!**



C80



C3510



BT65



R65



C40

**ACE CABINET CORP.**

Executive Sales Offices: 110 East 42nd Street, New York 17, N. Y.

Export Dept: 39 Broadway, New York 6, N. Y.

Manufacturers of Ice Cream Dispensing Cabinets, Home and Farm Freezers, Frozen Food Display Cabinets and Bobtails.

among Ice Cream  
Men who know...  
**Vogt Frozen**  
is the Standard



Yes, "Vogt Frozen" is the standard by which all other ice cream is judged. Cherry-Burrell Vogt Continuous Freezers are built for those who know the dollars and cents value of producing a quality, creamy smooth product of greater customer appeal. They also know that Vogt Freezers answer increased production costs with greater production per machine—greater production per foot of floor space—greater production per man-hour.

All of these are features of Vogt Freezers whose advanced design bring you flexible operation in type and variety of frozen desserts... accurate over-run control... advanced sanitation... easy clean-up... quick flavor changeover and dependable operation.

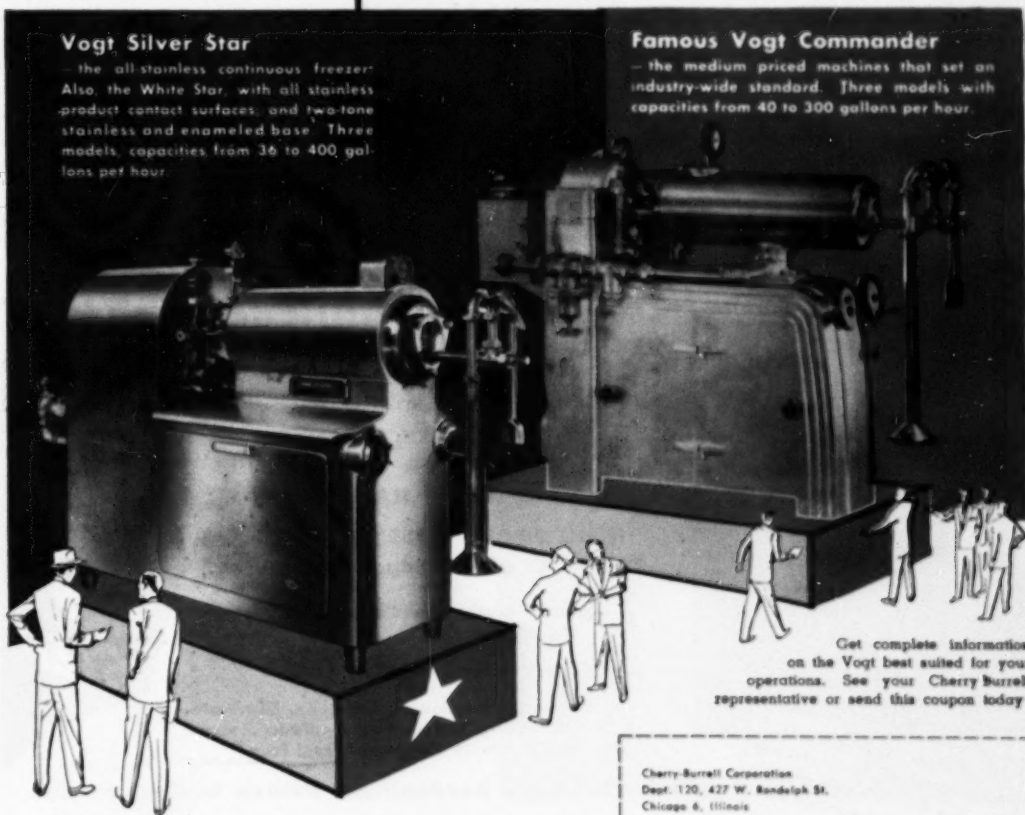
Plan now—order now. Sell "Vogt Frozen" ice cream—the ice cream with the smooth texture, firm body and uniform weight that holds—and gains—more customers.

**Vogt Silver Star**

— the all-stainless continuous freezer. Also, the White Star, with all stainless product contact surfaces, and two-tone stainless and enameled base. Three models, capacities from 36 to 400 gallons per hour.

**Famous Vogt Commander**

— the medium priced machines that set an industry-wide standard. Three models with capacities from 40 to 300 gallons per hour.



Get complete information on the Vogt best suited for your operations. See your Cherry Burrell representative or send this coupon today!

**CHERRY-BURRELL CORPORATION**

General Sales and Executive Office:  
427 West Randolph Street, Chicago 6, Illinois  
Milk and Food Plant Equipment and Supplies  
FACTORIES, WAREHOUSES, BRANCHES, OFFICES, OR  
DISTRIBUTORS AT YOUR SERVICE IN 36 CITIES



*trendmaker in a great industry*

Cherry-Burrell Corporation  
Dept. 120, 427 W. Randolph St.  
Chicago 6, Illinois

☐ Send bulletin on Vogts of ..... capacity  
☐ Have Representative call

Name .....

Firm Name .....

Address .....

City..... Zone..... State.....

## Coming Events

**DECEMBER 10-12**—Hotel Broadview, Wichita, Kansas; Annual Convention of the Kansas Ice Cream and Milk Institute.

**DECEMBER 11-13**—Hotel Morrison, Chicago; 1950 Convention of the Illinois Dairy Products Association.

**JANUARY 3-FEBRUARY 23**—Purdue University Short Course, at W. Lafayette, Indiana, campus; subject: dairy manufacturing. Information can be had from V. C. Freeman, Associate Dean of Agriculture, Purdue University, W. Lafayette, Indiana.

**JANUARY 5-6**—Hotel Sherman, Chicago; Annual Convention of the Dairy Queen National Trade Association.

**JANUARY 8-18**—Rutgers University Ice Cream Short Course at New Brunswick, New Jersey. Conference to terminate course on January 19.

**JANUARY 15-17**—Hotel Claypool, Indianapolis, Indiana; Annual convention of the Indiana Dairy Products Association.

**JANUARY 16-17**—Hotel John Marshall, Richmond, Virginia; Annual Convention of the Virginia Dairy Products Association.

**JANUARY 21-23**—Hotel Jung, New Orleans, Louisiana; Annual Convention of the Louisiana Dairy Products Association.

**JANUARY 22-26**—University of Massachusetts Short Course in Elementary Ice Cream Making, Amherst.

**JANUARY 22-FEBRUARY 2**—University of Maryland Ice Cream Short Course at College Park, Maryland.

**JANUARY 24-26**—Hotel Carolina, Pinchurst, North Carolina; Annual Convention of the North Carolina Dairy Products Association.

**JANUARY 29-FEBRUARY 2**—University of Massachusetts Short Course in Advanced Ice Cream Making.

**JANUARY 30-31**—Hotel President, Kansas City, Missouri; Annual meeting of the National Dairy Council.

**FEBRUARY 14-16**—Hotel Lafayette, Little Rock, Arkansas; Annual Convention of the Arkansas Dairy Products Association.

**FEBRUARY 20-22**—40th annual Dairy Industries convention of the Oregon Dairy Manufacturers Association at Corvallis campus of Oregon State College.

**FEBRUARY 26-MARCH 9**—North Carolina State College Short Course in Ice Cream Making, State College Station, Raleigh. Ice Cream Conference (March 9) winds up the course.

**MARCH 21-22**—Ice cream short course at the University of Georgia, Athens, Georgia. Professor Henderson of the school's Department of Dairy Manufacturing will provide information on request.



45 Years of Progressive  
Engineering Experience  
Is Your Guarantee.

## USE KING SHARP FREEZE RAPID HARDENING SYSTEMS

1. QUALITY INGREDIENTS
2. PROPER FREEZING
3. RAPID HARDENING

**KING SHARP FREEZING SYSTEMS**  
*always give proper hardening!*



Save Production Costs, Labor, Power, Maintenance.

Improve Ice Cream Texture.

Increase Hardening Capacity, Eliminate Defrosting Shutdowns — Keep Rooms and Products Clean and Frost Free.

THE  
**3<sup>RD</sup>**  
STEP

**KING UNITS are hardening a Million Gallons a day.**

*The King Co. of Owatonna*

92 RD. CEDAR STREET • OWATONNA, MINNESOTA

Engineers and Manufacturers of  
**SHARP FREEZE,  
COOLING, VENTILATING  
HEATING AND DRYING  
SYSTEMS**



Walter Baker's expert staff of salesmen and chocolate consultants works with ice cream people the country over. In the words of Cleveland representative R. W. Gries:

*"Chocolate makes the ice cream...  
and we make the finest chocolate!"*

R. W. Gries, like every Walter Baker consultant, carries a complete line of chocolate and cocoa products for the ice cream trade. Customers large and small listen thoughtfully to his recommendations. They realize that, just as they know the secrets of fine ice cream making, so R. W. Gries has an intimate knowledge of chocolate.

Thirty-five years of experience have taught R. W. Gries the importance of the right cocoa or chocolate . . . as an ingredient for your ice cream or a coating for your novelties. And since the success of his business depends upon the success of *yours*, you can always be sure that your Walter Baker salesman and chocolate consultant will recommend the right cocoa, chocolate liquor or specialty—from among many Walter Baker chocolate items made especially for ice cream use.

**AMONG THESE ARE:**

**EAGLE Liquor Naps**

Finest quality liquor moulded in easy-to-use one-ounce squares. 50-pound drum pack.

**DOUBLE EAGLE Liquor Naps**

Superb quality liquor. Dark color. Rich flavor. 50-pound drum pack.

**No. 1 KOKOLATE**

Top-grade cocoa and liquor expertly combined to produce a delicate chocolate flavor.

**No. 2 KOKOLATE**

A quality blend of fine cocoa and liquor designed to produce darker, full-flavored chocolate ice cream.

**VAN KRE Cocoa**

High-quality dutched cocoa powder, produced from selected cocoa beans for dark color and rich flavor.

**ICE CREAM Bar Coatings**

*Products of General Foods*



*The First Name in Chocolate...  
The Finest Name in Service*



**WALTER BAKER CHOCOLATE AND COCOA**

Division of General Foods Corporation,  
Dorchester 24, Mass.

Sales offices in Chicago, Cleveland, Detroit, Los Angeles,  
New York, Philadelphia. Brokers in principal cities.

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VOL. 56

*December*

NO. 6



Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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Guaranteed Circulation—7500 minimum

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# Season's Greetings



P. Val. Kolb, President

From Your Friends at

## Sterwin Chemicals Inc.

To all our friends in the Confectionery and Flavoring Extract Industries, our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year.

### GENERAL OFFICE



Robert S. Whiteside  
Assistant Director



William K. Clark  
Sales Manager



Dr. R. C. Sherwood  
Technical Director



Edward P. Hessler  
Asst. Sales Mgr.



Keith M. Baldwin  
Asst. Sales Mgr.



Sylvester A. Ryan  
Office Mgr.

### FIELD REPRESENTATIVES



Warren Keller  
Asst. Tech. Dir.



R. Steele Sherratt  
New York



Michael Padley  
New York



Louis Pella  
New York



C. E. Roe  
Boston



Paul G. Callison  
Portland, Ore.



N. J. Stromstad  
Minneapolis



L. R. Patton, Jr.  
Buffalo



Dan E. Smith  
Washington, D. C.



Jack Burman  
Atlanta



W. O. Edmunds  
Charlotte, N. C.



Lyle P. Carmony  
St. Louis



Fred Scherer  
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R. H. Lingott  
Chicago



Jack A. Revord  
Chicago



Lee F. Soklich  
Los Angeles



Gordon W. Weed  
New York



Jim Duly  
Kansas City, Mo.



L. L. McAninch  
Kansas City, Mo.



Blaine Thompson  
Dallas



Pete Vericat  
Dallas

Vanillin - Carob Bean Concentrate  
Vanillin - Carob Bean Extract  
Flavor Blending and Flavoring Agents  
Essential Oils

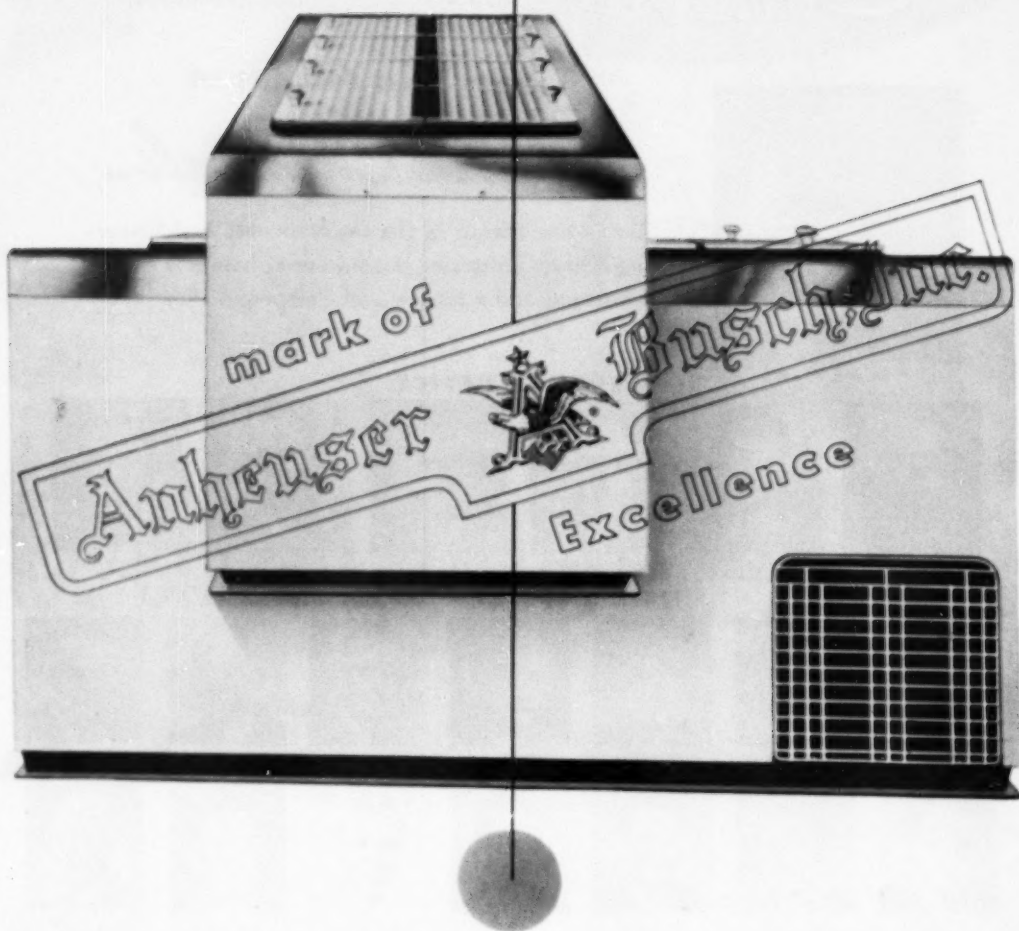
## Sterwin Chemicals Inc.

Subsidiary of Sterling Drug Inc.  
1430 BROADWAY, NEW YORK 18, NEW YORK

Pioneers in Food Enrichment

Distributors of the products formerly sold by Special Markets Industrial Division of Wm. S. Healy & Co., and Vanillin Division of General Drug Company

**YOUR PRODUCT  
DESERVES THIS CABINET**



Specify Anheuser-Busch on your next order and be sure that your product gets the protection it deserves after leaving your plant.

For 99 years the name Anheuser-Busch has been synonymous with unmatched quality. It is this tradition of making only the best that has guided us since we entered the field of low temperature refrigeration more than thirty years ago.

We urge you to compare Anheuser-Busch cabinets with any other make as to cost per cu. ft. of storage space . . . maintenance cost . . . capacity (bulk or storage) . . . capacity per sq. ft. floor area . . . or on any other basis you might choose.

You'll know, then, that for quality and value Anheuser-Busch has set a new Mark of Excellence.

Refrigerated Cabinet Division

**ANHEUSER-BUSCH, INC.**

Saint Louis, Missouri



SELLING

SELLING



# IAICM Analyzes 48 Advertising

**A**N ANALYSIS of the advertising practices of 623 American ice cream manufacturers and thirty-two Canadian plants for the year 1948 has been published by the Department of Statistics and Accounting of the International Association of Ice Cream Manufacturers. The general purpose of the advertising survey was to find the extent to which advertising was used by the ice cream manufacturer, the amount spent for advertising, how the expenditures were divided between different kinds of advertising, what the ice cream manufacturer attempted to say, and to whom he attempted to say it.

The report opens with a brief history of ice cream advertising in the United States. It is pointed out that the total advertising expenditure for the industry was \$8,147,776 in 1929; in 1949, it was \$21,882,802. A definite relationship between total expenditures for advertising and the sale in quantities of ice cream was noted. For the entire twenty-one-year period, the largest expenditures were for point-of-sale advertising, the second was for newspapers, magazine, and program advertising, while third was home distribution.

## Advertising Budget

The first question on the survey was, "Did you have an advertising budget for 1948?" Eighty-three per cent of the United States plants reporting answered in the affirmative, or more than ninety-one per cent of the total gallonage represented. (The 623 plants which responded to the survey accounted for 326,882,711 gallons sold in 1948.)

As to the basis for the advertising budget, 26½ per cent of the plants reporting, who sold 42½ per cent of the total gallonage, stated that their advertising budgets were based on the number of gallons of ice cream sold. Others based their budgets on income, some simply allocated a flat sum without regard to either income or gallons sold, and others used various other bases.

<b>ECONOMY - 2.3 %</b>	<b>ECONOMY 4.51 %</b>
<b>CONVENIENCE - 3.5 %</b>	<b>CONVENIENCE 4.82 %</b>
<b>SEASONAL 7.5 %</b>	<b>VARIETY 5.89 %</b>
<b>CONFIDENCE IN COMPANY - 7.5 %</b>	<b>NUTRITION 5.96 %</b>
<b>IS A FOOD - 15.0 %</b>	<b>REFRESHMENT 7.95 %</b>
<b>HEALTH - 11.6 %</b>	<b>QUALITY 32.34 %</b>
<b>REFRESHMENT 12.2 %</b>	<b>APPETITE 38.53 %</b>
<b>QUALITY 20.6 %</b>	
<b>APPETITE 19.8 %</b>	

1935  
SHIFT IN ADVERTISING APPEAL  
1935 COMPARED WITH 1948  
UNITED STATES

For those plants which set aside a certain percentage of sales receipts for advertising purposes, budgets of more than two cents per gallon but less than five cents per gallon were, by far, the most popular. Fifty-seven per cent of the plants fell into this category.

According to the report, "it was rather surprising to see the large number who budget one cent or less per gallon." Thirty-two per cent of the plants selling 26 per cent of the ice cream in gallons budget their advertising expenditures at one cent or less per gallon. It was in this class that the largest number of plants fell.

Approximately 12 per cent of the plants reported that their budgets in 1949 would be the same as they were in

1948. Just over 33 per cent of the plants indicated that they would have larger advertising budgets in 1949, but almost 44 per cent of the plants noted that their budgets in 1949 would be decreased from the previous year.

Does the ice cream manufacturer point his advertising at the consumer or at the dealer? The answer, according to the analysis, is at the consumer. Sixty-nine per cent of the plants, selling 68 per cent of the ice cream, aimed their advertising primarily at the consumer. Close to 16 per cent of the plants, selling 17 per cent of the ice cream, aimed their advertising primarily at the dealer.

It was further indicated that this advertising—to the consumer—is predicated on "appetite appeal." Next, from the standpoint of emphasis, was "quality." Other appeals were made based on refreshment, nutrition, variety, convenience, and economy. Almost 39 per cent of this advertising was based on "appetite appeal."

A comparison, based on the International's first advertising analysis published in 1936 for the year 1935, indicated that "appetite appeal" was a far greater factor in contemporary advertising than it was fifteen years ago. In 1935, this type of advertising accounted for 19.8 per cent of ice cream manufacturers' programs. The comparison also made apparent that quality was being stressed to a greater degree in 1948 than in 1935.

#### Take-Home Sales Appeal

Virtually every ice cream manufacturer emphasizes the take-home advantages of ice cream. Accordingly, the analysis sought to determine the predominant appeal of this type of advertising. It was discovered that 54½ per cent of the plants, selling half of the ice cream, make their primary appeal for this purpose the serving of ice cream as a dessert. Close to 24 per cent of the manufacturers stress

ice cream for home use as a party dish, while 21.6 per cent most frequently suggest ice cream for home consumption as a between-meals snack.

In answer to a survey question, 57 per cent of the ice cream plants reported that they used institutional advertising and public relations. Thirty-two per cent of the plants did not use these techniques. More than three-quarters of the manufacturers reported that they tell their dealers of the industry's educational and advertising programs.

The analysis indicated that 77 per cent of the manufacturers, selling close to 64 per cent of the ice cream, tell their dealers of the local advertising and promotional work that they're doing. Almost forty per cent of the plants pass on this information via their salesmen, 23½ per cent do it by means of dealer meetings, and 37 per cent do it by mail.

#### Home Storage of Ice Cream

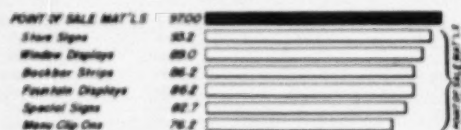
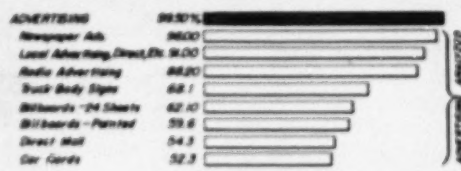
In answer to the question, "Is the Consumer Told How to Store Ice Cream in the Home?" about 65 per cent of the plants responded in the affirmative. This was accomplished by advertising in 75½ per cent of the cases, and by consumer leaflets in 24½ per cent of the instances.

The analysis demonstrated that 63 per cent of the manufacturers, selling 60 per cent of the ice cream, participate in local cooperative advertising programs.

Just about 80 per cent of the plants which responded to the survey reported that they make use of IAICM advertising materials. The same percentage of plants employ an advertising manager, while 81 per cent of the manufacturers use an advertising agency.

The use of syndicated materials was acknowledged by 76½ per cent of the ice cream manufacturers. These





Kinds of Advertising Used, by numbers of Ice Cream Manufacturers who use Advertising  
UNITED STATES  
1949

The component parts of each general classification total more than the figures shown immediately above them. This is because most ice cream manufacturers each use several kinds of the sub-classifications.

AMOUNT PER GALLON PAID FOR ADVERTISING TOTAL - 3.24 PER GALLON	
OTHER PROMOTION 1.11	OTHER PROMOTION 2.41
SPECIAL SIGNS 22¢	SPECIAL SIGNS 27¢
STORE SIGNS 51¢	STORE SIGNS 76¢
FOUNTAIN DISPLAY 24¢	FOUNTAIN DISPLAYS 29¢
WINDOW DISPLAYS 26¢	WINDOW DISPLAYS 34¢
BACKBAR STRIPS 25¢	BACKBAR STRIPS 27¢
LOCAL ADVERTISING - 1.11 DIRECT MAIL - .09 TRUCK BODY SIGNS - .01 BILLBOARD-PAINTED - .01 BILLBOARD-24 SHEET- .01	LOCAL ADVERTISING - .11 DIRECT MAIL - .09 TRUCK BODY SIGNS - .01 BILLBOARD-PAINTED - .01 BILLBOARD-24 SHEET- .01
RADIO 43¢	RADIO 62¢
NEWSPAPER 66¢	NEWSPAPER 79¢
AVERAGE UNIT EXPENDITURE PER GALLON	AVERAGE EXPENDITURE PER GALLON OF ALL PLANTS
UNITED STATES - 1949 -	

manufacturers sold just about the same percentage of the ice cream covered in the analysis.

More than half of the plants reported that they used dealer publications as a phase of their advertising programs. Twenty-one per cent of the plants did not. Almost 67 per cent of those plants that use these publications stated that they either publish or control the dealer publications they issue.

### Advertising Expenditure Analyzed

Two systems were used to indicate the amount spent for each of the various kinds of advertising. The accompanying chart headed "Amount Per Gallon Paid For Advertising" indicates the use of these systems. One is based on the average unit expenditure per gallon of the companies and the other is based upon the average expenditure per gallon of all companies. The two systems yield virtually the same results, and indicate that the first ten items, according to the amount of expenditures made for them, are: newspapers, store signs, radio, window-displays, fountain displays, back-bar strips, special signs, other promotions, local dairy programs, and painted billboards.

A further breakdown makes evident the number of manufacturers who use each type of advertising. According to the general classification, 99½ per cent of the ice cream manufacturers use advertising of one kind or another, while 97 per cent use point-of-sale materials. Other uses are shown in the accompanying chart, titled "Kinds of Advertising Used, by Numbers of Ice Cream Manufacturers Who Use Advertising."

The final tabulation in that part of the analysis dealing with the ice cream manufacturers of the United States is a breakdown of the advertising expenditures by districts of the country. The Southern District has the largest expenditure per gallon for advertising and promotion, 5.22 cents per gallon. The Western District has the smallest, 2.91 cents per gallon.

### Advertising in Canada

Total advertising expenditure in Canada during 1949 was \$583,604, as compared to \$256,681 in 1929. As in the United States, the preponderant advertising expenditure is for point-of-sale material, second, for newspaper, magazine and program advertising, and third, for home distribution advertising. The greatest expenditure per gallon for ice cream was in 1944, second highest in 1939, and the lowest, in 1930.

These highlights are evident in that section of the International's analysis dealing with the thirty-two Canadian plants, selling 5,077,600 Imperial gallons, which submitted reports:

- (1) Almost 91 per cent of the plants have an advertising budget. These plants represent 94 per cent of sales gallonage.
- (2) Fifty-nine per cent of the plants anticipated the same advertising budget for 1949 as was used in 1948. Thirty-four per cent planned to decrease their budgets.





# A NEW LARGER *Open Top* ICE CREAM MERCHANDISER



*with*  
**FULL LENGTH  
OPENING  
FOR MORE  
SELL-ABILITY**

NEW MODEL O-12  
**12** Cubic Feet  
CAPACITY  
Holds 600 Pint Pkgs.

*Here's What You Get*

**A Complete Cabinet  
NO EXTRAS TO BUY**

- ★ Refrigerated Partitions
- ★ Product-Price Strips
- ★ Flood Lighting Superstructure
- ★ Plate Glass Side Wings
- ★ 4 Color Kodachrome Picture Superstructure
- ★ Removable Night Cover

Here's the big new Schaefer Open Top Ice Cream Merchandising Cabinet with that full length opening and everything you've asked for. Compare feature with feature. Compare what you get. Then compare price. Don't be misled. Schaefer gives you more and costs you less.

*Schaefer*

SINCE 1929 • MINNEAPOLIS



A New Series:

# AUTOMATIC VENDING

BY ARTHUR E. YOHALEM

ONE of the more interesting developments that has taken place in automatic merchandising during the past year has been the accelerated evolution of the battery-type installation of several different kinds of food vendors, dispensing products that range all the way down the vending menu from soup to ice cream. Primary locale for this type of coin-operated cafeteria is the industrial site, where the vendors can furnish plants with a self-supporting on-the-job food service, occupying a minimum of floor space and operated round-the-clock. Similar vendor installations are also being currently utilized successfully in such diverse sites as a college, a military base, and a bowling alley, while plans have been blueprinted to test the "automatic lunchbox" in a number of other outlets.

## Ice Cream's Role

Just where ice cream fits into this phase of the vending picture might be gathered from a look at the activities of Automatic Food Service, Inc., a Newark, New Jersey, enterprise. Headed by John Sharenow, this concern has pioneered a state-wide territory with milk, pastry, and refrigerated sandwich vendors, and last summer, in response to location requests for a cold desert item, it decided to add ice cream machines to the automatic merchandising route. Setting up the affiliate Automatic Ice Cream Service, Inc., the firm now has over 50 Atlas "ColSnac" units on location, while current expansion plans call for the operation to be doubled within the next six months as it pushes out from the Newark territory to cover most of New Jersey.

Geared to dime operation, the ColSnacs have been dispensing both a chocolate-covered bar and an Empire sandwich under the "Aristocrat" brand name, supplied from the

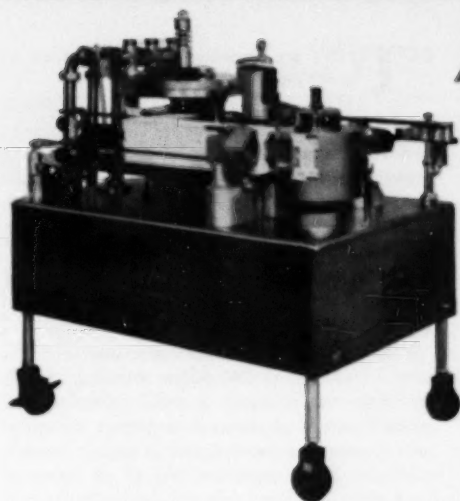
Newark outlet of Philadelphia Dairy Products. Taking platform delivery of this merchandise, Automatic Ice Cream Service also stores a reserve supply of these products in coolers in its own building to meet any emergency needs. In soliciting new locations for its automatic merchandisers, the firm stresses the fact that this ice cream has a 12 per cent butterfat content (as against the 10 per cent minimum New Jersey requirement), for it believes that only quality items can build repeat vendor sales. With October volume topping the 3,000 daily unit mark, a sales breakdown showed ice cream sandwiches a bit more popular than bars, though such gains by either product have been somewhat temporary thus far. In a number of sites both items have been rotated periodically, replacing each other from time to time to add a note of variety and stimulate sales. In about half a dozen locations, where the firm has spotted two ColSnacs, one vendor dispenses bars while the other vends ice cream sandwiches.

Based on his firm's experience thus far, Mr. Sharenow believes that ice cream vending can anticipate a 30 per cent potential of the traffic entering a machine's area. Evaluating equipment now in use and local product and operating costs, he estimates a machine's break-even point at 10,500 ten cent sales per year, though current volume has run well ahead of that minimum. Keying sales presentations to the "service" feature food vending offers a location, the firm has kept commission payments at a minimum. However, in those stops where vendor income was a placement consideration for the outlet, a 10 per cent rate on the ice cream gross is prevalent.

In analyzing overall Automatic Food Service sales, the firm has found that ice cream is not particularly competitive to its other vendor products, but a source of extra

*(Continued on page 77)*

**makes SMALL PACKAGES up to 110 per min.**



*Pure-Pak* MODEL SP  
**AUTOMATIC  
ICE CREAM  
PACKAGING  
MACHINE**

- PACKAGES 5 SIZES
- 3.2 oz., 3.5 oz., 4 oz., 5 oz., 6 oz.
- VARIABLE SPEEDS 30 TO 110 PER MIN.
- PORTABLE — COMPACT — EFFICIENT

Big sales of ice cream grow from these small packages. Plenty of sizes, to meet your own requirements; including Spoon-Pak in 4 to 6 oz. sizes. Lots of speed, for volume production. That's what you get in Model SP, precision-built in Ex-Cell-O's Detroit plants and serviced by Pure-Pak Division's nation-wide organization . . . Available on lease-rental, or outright purchase—write us today.

**HOME  
MARKET**

Housewives like these individual, handy packages—so easy to open and use at any time.

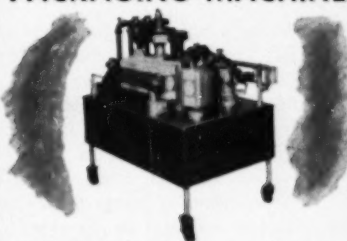


**FOUNTAIN  
MARKET**

Retailers like no dipping, no waste . . . these new small packages store with no loss of space in home refrigerator and are easy to keep refrigerated in store cold cabinets.



**"JUNIOR"  
AUTOMATIC  
ICE CREAM  
PACKAGING MACHINE**



- 20 to 60 pints per minute
- Automatically forms, fills and closes No. 2 linerless pint
- Also available for No. 2 linerless quart, or ice tray package
- Packages 1, 2, or 3 separate flavors interchangeably in any of the 3 types of packages

**MAIL THIS COUPON**

PURE-PAK DIVISION, EX-CELL-O CORP., DETROIT 32, MICH.

ICF 195

Send specifications on Model SP ice cream packaging machine carton sizes:

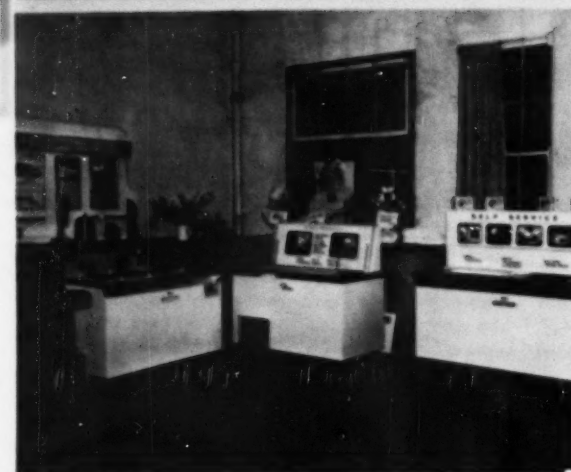
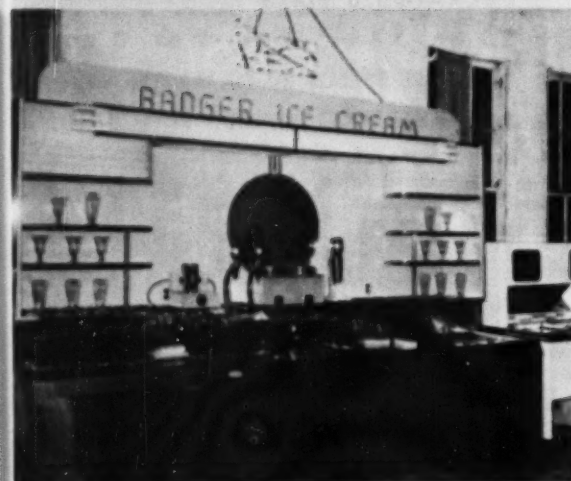
☐ 3.2 oz.    ☐ 3.5 oz.    ☐ 4 oz.    ☐ 5 oz.    ☐ 6 oz.

☐ "Junior" Automatic ice cream packaging machine

Name \_\_\_\_\_

Address \_\_\_\_\_

# Dealer



"THEY are expensive, but we feel they are worth every penny spent."

That's the way Norman R. Williams, Vice President of the Badger Ice Cream Company, Kenosha, Wisconsin, characterizes the periodic dealer parties which his firm sponsors as a means of cementing the friendship and good will of its customers. And justification is afforded in Mr. Williams' disclosure that, in the face of industry-wide sales losses, the Badger Ice Cream Company anticipates greater sales in 1950 than it achieved in 1949.

The second annual dealer party was held October 5 and close to 500 dealers attended. While the affair was primarily a social gathering, the dealers had the opportunity to inspect an equipment display that was designed to suggest modern techniques in the merchandising of ice cream in retail stores.

In addition, the ice cream company arranged for George Hennerich, Managing Director of the Ice Cream Merchandising Institute, and Director of the ICMI Training School, to address the gathering. Mr. Hennerich urged the dealers to return to their business establishments and perform a "clean-up" operation, and he recommended also the application of "salesmanship" in the dealers' relationships with their trade.

## Orchids for the Ladies

As the guests entered the Maplecrest Country Club, Bud and Betty Badger, the ice cream organization's advertising midgets, presented all the women with baby orchids which had been flown in from Hawaii. Music also greeted the arriving guests.

In the ballroom, a buffet-style dinner was served, and later, Bill Godfrey of the Nash-Kelvinator Corporation, led the audience in community singing. Then Mr. Williams officially opened the session with an address of welcome in which he thanked the dealers for their interest in merchandising and selling more ice cream. A talk by Badger's Vice President in charge of production, Leonard Maitland, was next on the agenda. He spoke of his department's sincere efforts to produce a top-quality ice cream. An educational motion picture was shown, and then Ed McCormack, S. H. Mahoney Extract Company, took over as Master of Ceremonies.

This popular industry personality introduced the Badger Sales Manager, E. C. Nelson, and the



# Party!

entire sales force. A host of distinguished civic and industry guests were also introduced, and after some humorous stories and a performance by a professional dancer, Mr. Hennerich made his talk.

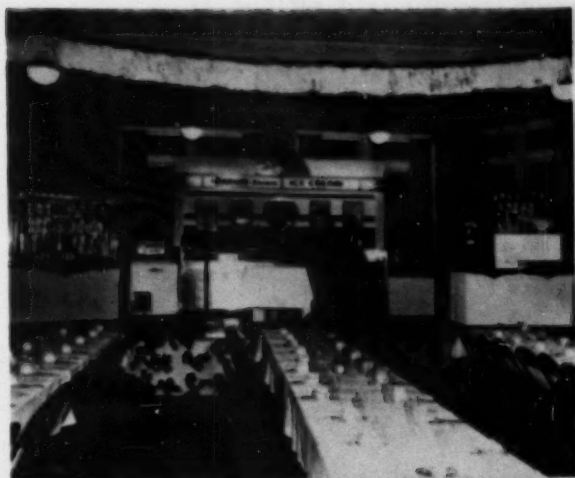
In addition to his prepared remarks, Mr. Hennerich commented that "In all my travels I have never seen anything like this party before. I know of no other ice cream company that has ever had the intestinal fortitude to attempt anything like it on a scale of this size."

A special vote of thanks was tendered to each supply organization and its representative that exhibited equipment at the gathering. Included were C. K. Godfrey and Johnnie Hollowell, Nash-Kelvinator Corporation and Authorize Cabinet Company: 1 Acco display cabinet, 1 four-hole cabinet with R. K. Merritt Sho-Lite lid, 1 six-hole cabinet with plastic lids and 1 six-hole cabinet with fountainette; Paul Gillespie, Robert Olson and E. Borgel, Liquid Carbonic Corporation: 1 forty-gallon complete fountain with new jet-flow sink section, 1 five-and-a-half foot Bobtail and 2 Liquid carbonators; Jerry Myers, Myers Equipment Company: 1 forty-gallon Twin-Serv Bastian-Blessing fountain, 1 five-and-a-half foot B-B Bobtail, 1 two-and-a-half foot B-B Bobtail, and various other Bastian-Blessing equipment.

Also M. J. Noll, Noll Equipment Company, Milwaukee: 1 thirty-three inch Stanley Knight Bobtail, 1 eight-hole Schaefer cabinet, and 1 Clear-view Schaefer display cabinet; J. S. Rinehart, Savage Arms Corporation: 1 Savage display cabinet; N. J. Bohl, Jr., N. N. Bohl Company: 1 twelve-foot Everfrost fountain with twelve-foot Bohl back bar, 1 twelve-foot lighted plastic canopy; C. J. Gruetzmacher, Frigidaire Sales Corporation: 1 glass-top display cabinet, 1 open display cabinet with superstructure, and 1 six-hole ice cream cabinet.

Also Hal Kirk, Nelson Manufacturing Company: 1 ten cubic foot display cabinet with superstructure and 1 four-foot Bobtail; Bill Wawrzonek, Jordon Refrigeration Company: 1 display cabinet; Don R. Conley, Helmo, Inc.: Helmo-Lacy fudge warmers, hot cups and Helmo fountainette; Verne Besser, Middle West Sales Company: 2 superstructures; Paul Williams, Brunhoff Manufacturing Company: 2 superstructures and 2 syrup trays.

Other displays were set up by the Mulholland-Harper Company, Animated Displays, Inc., and the Griffin Sign Company.





Aggressive merchandising, including the constant use of Quality Checkd point-of-sale materials, has rewarded the McDonald Cooperative Dairy Company of Flint, Michigan, with increased sales in contrast to the over-all industry picture. Here's how it's done.

## The Lion's Share

**T**HE success of the McDonald Cooperative Dairy Company, Flint, Michigan, in recording an ice cream volume far above the statewide industry average during the first six months of 1950 was explained by John Hynes, McDonald's Ice Cream Division Manager, and by on-the-spot check-ups at stores throughout the McDonald sales area in and around Flint.

Mr. Hynes' "Chart of Sales," showing sales volume and per cent of increase or decrease month-by-month as compared with gallonage of the Michigan ice cream industry, was of special interest. Note in this sales chart that, except in March, which was about even, the McDonald ice cream sales volume topped that of the state-wide industry by 1.5 per cent to 18 per cent.

The methods by which these exceptional sales results were achieved are likely to be of interest to every ice cream manufacturer, wherever located. The facts are those as given to our reporter by Mr. Hynes, and certified by calls on McDonald ice cream outlets throughout the Flint sales area.

"First and foremost in our selling achievement," said Mr. Hynes, "is our following through, in every particular, the month-by-month program of advertising display and merchandising prepared in advance by the Quality Checkd Ice Cream Association of which we are the Flint area member."

According to Mr. Hynes, this program includes a monthly ice cream flavor and "special feature" (with detailed manufacturing information), supported by point-of-sale material for complete store merchandising. This material includes posters for dry-stops-no food; dry-stops-with food; fountains-no food and fountains-with food. All posters are reproduced photographically, in full color to capitalize on appetite appeal in promoting impulse sales.

In addition, the program includes fountain menus, menu insert sheets, gummed price sheets, window displays and double-faced, die-cut fruit posters.

These point-of-purchase displays, which influence the family while marketing, are supported by newspaper advertising and both 1-minute and 20-second radio spots to reach consumers and prospective customers in their homes.

### The Secret

Referring back to his sales chart figures, Mr. Hynes pointed out that the best ice cream selling program in the world would fall flat unless put to work with adequate manpower, intensive application, and real selling enthusiasm.

"These," said Mr. Hynes, "combined with the excellent promotional tools supplied us, are accountable for our con-

*(Continued on page 70)*

## WHAT THE COUNTRY CLUB ICE CREAM CO. SAYS ABOUT *LIQUID SUGAR*



*We have been very gratified with the efficiency of our Flo-Sweet installation made several years ago. And since with its elimination of messy problems from plant operating expenses, we are still continuing to keep the cost of sugar delivery, storage and handling at a minimum due to the simplified Flo-Sweet liquid sugar method.*

*Country Club Ice Cream Co.*

### ICE CREAM MANUFACTURERS WHO USE FLO-SWEET® SAVE \$ \$ \$ ON MANPOWER

When you replace 10 messy hand operations by 3 clean mechanical steps, you're bound to save on costly manpower.

The old-fashioned way, you pay for unloading bagged sugar at receiving platforms; loading on trucks, elevators or conveyors; moving bags to storage space; unloading and stacking bags; tearing down stock piles and reloading bags on stations; unloading, cutting and dumping bags; melting of sugar to produce syrup; and bundling, storage and disposal of empty bags.

#### HERE'S THE MODERN FLO-SWEET WAY

► **Receiving Department**—One man pumps Flo-Sweet through closed pipelines into your storage tanks.

► **Warehouse**—With Flo-Sweet, there is no labor needed.

► **Syrup Room**—Flo-Sweet f-l-o-w-s through sealed pipelines right into the mix. One valve to turn—mix measured automatically—no contamination loss.

Flo-Sweet also cuts processing time; no waiting for dissolving, always an even mix.

► **Supervision**—With Flo-Sweet, there are no men needed.

When you get Flo-Sweet, you not only save on manpower, but you get increased production, less waste, and the assurance of the finest sugar to help make a cleaner and purer product.



*Manufactured by*  
**REFINED SYRUPS & SUGARS, INC.**

*Yorkton 1, New York*

**PIONEERS IN LIQUID SUGAR FOR SAVINGS, SANITATION AND SERVICE**



## **“Doc” Pollard Wants Facts And Figures**

**P**EOPLES DRUG STORES, INC., has a name to live up to — “THE HOME OF LOW PRICES!” Back in 1905 when “Doc” Malcolm G. Gibbs opened the first Peoples drug store on Seventh Avenue, N. W., in Washington, D. C., he tagged it with that motto. Today, forty-five years later, this mammoth drug-chain dynasty, built upon Dr. Gibbs’ corner pharmacy, is still tenaciously holding to his philosophy — “give the customer the best for the lowest price.”

But in the face of rising operational costs, that has not been an easy task. To keep its leading position in the highly competitive drug-chain field, Peoples has had to constantly look for better and more economical methods, and especially has this been true in the fountain division where pennies saved or wasted spell the difference between profit or red-ink operation.

### **Economy Aim**

“We believe Peoples should have the most modern and glamorous stores and we strive for the most stream-lined operations,” the chain’s President, George B. Burris, declared. “But at the same time we maintain that old-fashioned storekeeping aim—save nickels and pennies and you’ll be counting profits while your competitors are reaching for the red ink.”

It was this kind of economy aim which prompted Julian Pollard—fondly tagged in the chain field as “the daddy of the fountain”—to give paper service a try.

“Doc” Pollard, who has been guiding Peoples’ fountain operation for some fifteen years now, is a hard man to sell, as the score of salesmen who have been knocking on his door will attest. Mr. Pollard wants facts about the products he puts in his foun-

*(Continued on page 60)*

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TO ASCERTAIN the reactions of customers to the use of paper service, Peoples Drug Stores sponsored a survey of store patrons. The top photo shows one of the canvassers in conversation with a customer. Eighty-three per cent of those polled favored paper service. The bottom photo shows a result of the poll. A fountain clerk in a Bladensburg Peoples Drug Store pulls off a Lily-Tulip cup for a fountain drink without touching the paper with her hands. Sanitation is a year-round byword at Peoples’ Drug Stores, and this is a matter of policy.

---



# Profit...

That's what the Vendo® Dairy-Vend† means to ice cream manufacturers. Its reasonable price and low cost operation enables real profits to be made from the sale of ice cream bars. And a large location isn't necessary for the vender to support itself economically.

With the introduction of the Dairy-Vend, availability has become a reality—ice cream manufacturers are using two Dairy-Vend venders for the cost of just one large machine.

Electric, plastic signs are available for that extra sales appeal at slight additional cost.



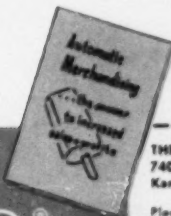
†REG. U. S. PAT. OFF.  
TRADE-MARK.

## VENDO DAIRY-VEND IS DEPENDABLE!

The practical vending unit, proved by years of service, provides mechanical simplicity—no switches, relays or electrical connections. And no part of the vending mechanism comes in contact with the refrigerated compartments. Dairy-Vend holds 203 bars—59 ready for vending, 144 more in storage.

## Take This First Step NOW!

If you are an ice cream bar manufacturer you will want a free copy of "Automatic Merchandising—the answer to increased sales and profits". Tear out coupon below and mail today!



THE VENDO COMPANY  
7400 East 12th Street  
Kansas City 3, Missouri

ICF

Please send me a free copy of "Automatic Merchandising—the answer to increased sales and profits."

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Vendo®

The Name to Remember in Automatic Merchandising

*Merry Christmas*

from  
**Popsicle**  
T.M. REG. U.S. PAT. OFF.  
and miles of smiles for the  
New Year to all our friends

**JOE LOWE CORPORATION**  
601 WEST 26th STREET, NEW YORK 1, N. Y.  
400 WEST OHIO ST. CHICAGO, ILL. 3744 EAST 11TH ST. LOS ANGELES, CALIF. 100 STERLING ROAD TORONTO, ONTARIO, CANADA



VISITING THE Soldwedel plant in Pekin during a day-long observance of the introduction of Duncan Hines ice cream to the area (left to right): Tim Soldwedel; John Thowald, who was in Mr. Hines' party; Roy Park; Duncan Hines; Henry Soldwedel; J. Norman



Shade, Mayor of Pekin; and Walter Kelly of Hines-Park Foods. Employees Dick Epkins (sitting) and Don Eitenmiller are in the right foreground of the picture at the left. In the adjacent photo, Henry Soldwedel points out to Mr. Hines the Certificate of Meritorious

Service for "outstanding performance in supplying perishable foods to the Armed Forces of the United States." The award was issued to the ice cream firm by the Office of the Quartermaster General, and the Soldwedel organization is justifiably proud.

## Duncan Hines On The Go!

THE stamp of quality that is synonymous with the Duncan Hines signature has been added to two prominent ice cream organizations and their products.

With appropriate ceremonies, both the F. H. Soldwedel Company of Pekin, Illinois, and Delvale Dairies, Baltimore, Maryland, introduced recently the Duncan Hines brand in their respective areas. And executives of both firms attested to the drawing power of the name that has signified good eating through the years.

Said Henry A. Soldwedel: "It would take five years to gain the acceptance of a name for a product that we did in a day with Duncan Hines."

Reported Seth Heartfield, President of Delvale: "We found the Duncan Hines program the answer to the independent ice cream manufacturer's problems."

Mr. Hines, the nationally known gourmet, author, columnist and purveyor of mouth-watering food recipes, supervised the introduction of the ice cream that bears his name in both instances. A whirlwind itinerary kept him on the go for more than a day in Pekin and Peoria from Sunday evening, October 29.

The festivities began Sunday evening with a smorgasbord dinner in the Hotel Jefferson, Peoria. This was covered by Radio Station WPEO.

Early the next morning, Mr. Hines had a brief breakfast and then appeared as a guest on Radio Station WIRL.

A large listening audience had been assured by the numerous newspaper accounts and advertisements which had been calling attention to the imminent introduction of the new product for many days prior to the actual event.

The next stop for Mr. Hines and his party was Radio Station WSIV in Pekin. Following his interview on the airwaves, Mr. Hines entered the Soldwedel ice cream plant, which is one of the most modern manufactories in that part of the country.

The Illinois firm, incidentally, is in its seventieth year in the dairy business. Fred H. Soldwedel, now eighty years old, was one of the pioneers in the dairy business in Central Illinois, and he is President of the organization. Tim G. Soldwedel is Vice President in charge of sales and Henry A. Soldwedel is Vice President in charge of production.

Tim and Henry are twins, and Mr. Hines was heard to comment that "they are like a 'double effect' on the ice cream business in Central Illinois."

Mr. Hines was accompanied to the Soldwedel plant by Mayor J. Norman Shade; Roy Park, President of Hines-Park Foods, Inc.; and Walter Kelly of Chicago, also of the Hines-Park organization. The Soldwedel family was host, of course.

After leaving the ice cream plant, Mr. Hines and party visited the Pekin High School cafeteria, and from there

proceeded to the Pere Marquette Hotel in Peoria for a meeting of the Advertising and Selling Club, an organization with more than 700 members. Mr. Hines was the scheduled guest speaker and an overflow crowd greeted him at the group's regular weekly meeting.

Next on the agenda was a visit to Radio Station WMBD. Then the party headed for the Hotel Jefferson where a reception sponsored by the F. H. Soldwedel Company was arranged. More than 400 prominent professional and business leaders of Peoria were present at the event honoring Mr. Hines. A private dinner concluded the day's schedule.

Extensive publicity marked the introduction of Duncan Hines ice cream to the Soldwedel trade. Many newspaper stories played up the celebrity's visit and the radio broadcasts were heard by virtually every owner of a radio set in the area.

As Henry Soldwedel remarked, "Duncan Hines gives us a name for our premium ice cream that no other ice cream company has yet equalled. There is really magic in the name. The demand was so great that most of our stores ran out with only one delivery."

#### Introduced to the South

On November 15, six months to the day after the Duncan Hines program had first been launched, Delvale Dairies commemorated the occasion by introducing Duncan Hines Ice Cream in the South. And, by the second day after pint sales began, supplies of vanilla, chocolate and revel had been exhausted, requiring three reruns of vanilla, two for chocolate, and one for revel.

Along with Delvale, the manufacturer, nine other dairies are distributing the ice cream in Maryland, Delaware, parts of Virginia, West Virginia and Pennsylvania.

Four people figured prominently in this event: Messrs. Heartfield, Hines, and Park, and Dean Marie Mount of Maryland University's College of Home Economics.

IN BALTIMORE, Delvale Dairies introduced the Duncan Hines brand of ice cream last month. Present at the formal ceremonies marking the occasion were (left to right) Paul Hammond, Delvale Plant Manager; Duncan Hines, Seth Heartfield, Jr., and Seth Heartfield, Sr. The elder Mr. Heartfield is President of Delvale.



SOLDWEDEL TWINS—Tim G. (left) and Henry A.—talk about ice cream with Duncan Hines, who refers to them as the "double effect."

Although November 15 was the official introduction day, events actually got into high gear on the preceding day when Mr. Hines was the principal speaker at the Baltimore Rotary Club luncheon. Seated with him at the head table was Senator-elect John Butler of Maryland who recently defeated Millard Tydings for re-election. From that time on the whirlwind of events began, including five radio programs that day.

Starting off Wednesday, November 15, with breakfast with John Goodspeed, columnist of the *Baltimore Evening Sun*, and then a tour of the Delvale plant, Messrs. Hines, Park and Heartfield were thereafter occupied with a luncheon for distributors and chain store representatives, a press and radio conference at which the Baltimore mayor was present, dinner, and a climactic reception for some 600 ice cream dealers.

Mr. Hines also made one television and three radio program appearances.

At the dealer reception, he asserted that in every other field of business activity except food, the American business man has upgraded consumer products. But in food, he said, the emphasis has been on price.

"You can get good food and cheap food," he said,—"but the two seldom go together. Cheap food is never a good buy. For the most economical buy, in terms of real eating pleasure, nothing will give greater returns than good food."

Mr. Heartfield revealed to the dealers that, prior to taking the Duncan Hines franchise, his firm had investigated the program "thoroughly up and down."

"We were at first reluctant to use any name other than Delvale," he said, "because we have a fine reputation in Baltimore. But after thorough study from every possible angle, we found this program the answer to the independent ice cream manufacturer's problems."

"I was tremendously impressed by the results received by other ice cream manufacturers who had taken on the program. As a result I took the Duncan Hines franchise

(Continued on page 64)







## Fountain School Scores

**I**N A determined effort to improve efficiency on the part of soda fountain workers, some prominent organizations have organized the Western Fountain Institute, with offices in Los Angeles, California.

Founded in August, 1949, the Institute is composed of representatives of the Carnation Company, the Coca Cola Company, the Frigidaire Sales Corporation, the Liquid Carbonic Corporation, and Lyons-Magnus, Inc. Weekly meetings are held in Los Angeles and San Francisco for the benefit of ice cream dealers and their employees, and the objective is better merchandising and higher profits.

The Institute is patterned after the school for fountain operators originated by the Ice Cream Merchandising Institute, Washington, D. C., of which George Hennerich is Managing Director. It is a direct outgrowth of a two-week course given by Mr. Hennerich on the West Coast in August, 1949, for ice cream men. Since that time, more than 5000 people have attended meetings of the Western Institute.

The entire session is devoted to the practical side of the soda fountain business, such as the make-up and pricing of standard and special fountain items, the actual use and demonstration of the tools of the trade, the handling of fruits and toppings, "carry-out" and pre-packaged business, successful soda fountain employee and customer relations, sales promotion and many other facets of the business.

The L. A. speaking group consists of Ed Reynolds, Pacific Regional Sales Manager, Liquid Carbonic Corporation, Chairman; Price Lovelady, Director of Ice Cream

Merchandising and Soda Fountain operations for the Carnation Company; Clarence Ganschow, Southern Division Sales Manager, Lyons-Magnus, Inc.; Forrest Line, in charge of Commercial Merchandising and Sales Training, Frigidaire Sales Corporation at Los Angeles; and Julius Trist, Southern District Sales Manager, Coca Cola Company.

As an idea of how a typical session will proceed, herewith is presented a summary of a meeting which took place a few months ago in Santa Barbara, as reported in the *Santa Barbara News-Press*.

Mr. Lovelady began by demonstrating the wrong and right ways to make favorite fountain specialties. Malts, ice cream sodas, parfaits, frappes, banana splits and sundaes were analyzed. He compared a malt made with room-temperature milk and ice cream, and a malt made with cool milk of about 38°. The latter, with the exact same measurements, yielded a full six to seven ounces' difference—giving the customer more value.

Actual costs of every unit in a fountain item was illustrated in a blackboard presentation. This evoked many questions from the "pupils."

Mr. Ganschow pointed out that better flavor and quality set the stage for eye, taste and smell appeal.

It was said that "carry out" trade was responsible for a large share of the ice cream business and that seventy per cent of the ice cream was bought by women between the hours of 9 A. M. and 6 P. M.

Messrs. Reynolds and Trist also spoke at this session.

NEW **PROFIT** OPPORTUNITY  
FOR YOUR PRESENT EQUIPMENT!

# BUILD GREATER GALLONAGE with a SMALLER INVESTMENT!



**TEST OFFER! 25-lb. drum of Coconut Fudge Powder at barrel price!**  
**only 37¢ per lb.** F.O.B. N.Y.

Crunchy coconut "flavor-sealed" in fudge...the delicious, new taste-tempting sensation in frozen bars! It's as highly-flavored as the most popular coconut candy bars...and you can easily manufacture it to sell for 5¢!

**STICKIDS Frozen Coconut Fudge Bars** are not only easy to make with your present equipment...they're amazingly profitable, too! Test it...and see for yourself! We'll sell you a

25-lb. sample drum of Coconut Fudge Powder for the low barrel price of 37¢ per lb., f.o.b., N.Y.\* We'll even supply colorful window streamers free of charge...and attractive bags at cost.

**Ice cream manufacturers!** You know your market...you know the great sales popularity and tremendous appeal of coconut confections. Now...you'll find there's nothing like the **STICKIDS Frozen Coconut Fudge Bar** for repeat sales!

Write, wire, phone for full details of this pre-tested profit-maker...today!

**PRESTIGE-LAWRENCE CORP.**  
1 LAWTON STREET, YONKERS 5, N.Y.

(\*On 200-lb. barrel shipments, freight allowed east of Miss.)

Complete Line of Ice Cream Fruits & Specialties  
Featuring Black Walnuts in  
Pure Walnut-Flavored Syrup.

## STICKIDS FROZEN CONFECTIONS

WOND Chocolate Fudge Bars  
JOOSY Twin Water Ice Bars  
JOOSY Single Water Ice Bars  
ROCKY Water Ice Bars  
...

STICK-ITCE Water Ice Stabilizer  
PRESOLOID Ice Cream Stabilizer and Emulsifier

Prestige-Lawrence Corp., 1 Lawton St., Yonkers 5, N.Y.

Gentlemen:

☐ Please rush further details.

☐ Please send sample 25-lb. drum of Coconut Fudge Powder @ barrel price of 37¢ per lb., f.o.b., N.Y.

FIRM NAME \_\_\_\_\_

YOUR NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_



BY CARL A. WOOD  
Cherry-Burrell Corporation  
Chicago, Illinois

**T**HERE'S a saying and a song, "IT'S BIGGER THAN BOTH OF US." I know of no better application of this statement than to the present economic and public relations situation in which the dairy industry finds itself.

We know that even with the highest national income in history, individual consumers are not buying the milk, butter, cheese or ice cream they should buy. If it were not for the rapid rise in population, our dairy industry, from a sales standpoint, would be going backward. Certainly we cannot always depend on the stork to regulate or promote our sales.

#### What's the Cause?

Again from a public relations standpoint, what causes the constant attack on the industry for the "high" price of milk, and especially butter? Is it because we haven't sold the real value of these products to the press or the home economists who keep up this battle cry? It must be this, for other foods selling at from five to ten times the price of milk per pound, have gained in per capita consumption far more than dairy foods. When the American people are willing to pay as much or more for a package of cigarettes as they pay for a quart of milk, and spend more of their income for this luxury, it is high time for every man in the dairy industry to study the situation.

This and other evidence clearly demonstrates that the dairy industry has both a public relations and a selling job to do. The public and the leaders who influence public opinion must be told and retold that dairy foods are essential foods, and that the industry which produces, processes and distributes these foods is an essential industry. With war clouds hanging so realistically over America, with restrictions and controls already in effect, with schedules of priorities already in the making, surely no man in the dairy industry can ignore these warning signals.

#### Must Be Done

The job at hand is too big for any one company or any one segment of the dairy industry to tackle. It is a job which must be done. It is a job which cannot be postponed. It is a job which cannot be done overnight. It is a job that calls for united action; and a job which calls for money.

If we had to start from scratch, we could not touch this job for a cool million dollars a year. (It would be cheap, however, at twice that price.) We fortunately do not have to start from a standstill. The dairy industry, through a long-range program of research and education, has won the confidence of hundreds of thousands of group leaders throughout the country. Sound-thinking doctors, dentists,

*(Continued on page 78)*



FEATURE THESE



CREAM-PAK  
BRAND

## *Holiday Specials*

**EGG NOG**—Rich with egg and toned with natural spices and other ingredients to give it a real old fashioned egg nog flavor. Conforms to all state laws.

**RUM RAISIN**—Mixed dark and light seedless raisins in a light syrup flavored with pure old New England rum, pure vanilla extract, spice and other choice ingredients.

**NESSELRODE**—Made from cut almonds, cubed peaches, glacé citron, sliced non-bleeding cherries and cut pineapple; flavored with pure rum.

**RED AND GREEN PINEAPPLE CUBES**—Cut from choice white Puerto Rico pineapple. Rectangular cubes are sweetened with cane syrup. They are clean cut and average about  $\frac{3}{8}$ " in size.

**\*BURGUNDY CHERRY MARBLE**—Made from luscious fruit, flavored with rich cherry juice tinted to a deep wine shade. Strictly sulphur-free and processed entirely under refrigeration. An exclusive CREAM-PAK product.

\* Reg. U. S. Pat. Off.

# *Season's Greetings*



**J. HUNGERFORD SMITH CO.** Rochester 9, N. Y.

48 Dey Street, New York 7, N. Y.

427 W. Erie St., Chicago 10, Ill.

4721 E. 48th St., Los Angeles 58, Calif.



## 150 CRUISE TO BERMUDA

**T**HE cruise to Bermuda following the convention of the International Association of Ice Cream Manufacturers will probably be talked about for a long time to come. About 150 ice cream manufacturers and their wives, accompanied by a few supplymen and the Publisher of ICE CREAM FIELD, spent two memorable weeks together traveling to and visiting the enchanted islands.

Most of the party sailed October 21 aboard the "Queen of Bermuda." The southern cruise, through calm seas, set the pace for the relaxing days and evenings to follow. Most of the group got acquainted aboard ship and by the time the islands were sighted on the morning of October 23, the party was in full swing. Leading the band after the strenuous Atlantic City Convention and Exposition were Mr. and Mrs. Robert C. Hibben. The popular Executive Secretary of the International Association had with him in his group the following industry personalities:

Mr. and Mrs. V. J. Ashbaugh, Durham Dairy Products, Inc., Durham, North Carolina; Mr. and Mrs. F. J. Bahl, Cloverleaf Creameries, Inc., Huntington, Indiana; Mr. and Mrs. Walter Bepole, Elgin Milk Products, Oak Park, Illinois; Mr. and Mrs. J. Bonomo, S. & S. Cone Corporation, New York, N. Y.; Mr. and Mrs. J. W. Bowser, Hendrie's Ice Cream, Milton, Massachusetts; Mr. and Mrs. H. S. Burkhardt, Dixie Cup Company, Chicago; Miss Alice Cooley, National Dairy Council, Chicago; Miss Margaret Davidson, *Ladies' Home Journal*, New York, N. Y.; Mr. and Mrs. C. W. Ebling, Wesley's Ice Cream Company, 8920 Lyndon Ave., Detroit 1, Michigan; and Miss Joyce Ebling, Wesley's Ice Cream Company, Detroit, Michigan.

Also Mr. and Mrs. Max Goldberg, Illinois Baking Corporation, Chicago; Mr. and Mrs. Howard B. Grant, ICE CREAM FIELD, New York, N. Y.; Mr. and Mrs. Robert C. Hibben, International Association of Ice Cream Manufacturers, Washington, D. C.; Mr. and Mrs. Hugh F. Hutchinson, Greenbrier Dairy Products Company, Lewisburg, West Virginia; Mr. and Mrs. R. E. Johnson, Greenbrier Dairy Products Company, Charleston, West Virginia; Mr. and Mrs. W. A. Klepper, Cloverleaf Creameries, Inc., Huntington, Indiana; Mr. and Mrs. R. A. LaFone, Walter M. Lowney Co., Ltd., Montreal, Quebec; Mrs. and Mrs. Ed Meagher, E. A. Meagher, Inc., New Brunswick, N. J.; and Mrs. Wilma Pape, Horluck Creameries, Inc., Seattle 4, Washington.

Also Mr. and Mrs. Y. C. Riedel, Sanitary Farm Dairies, Inc., St. Paul 1, Minnesota; Mr. and Mrs. G. W. Rohrbeck, Wesley's Ice Cream Company, Detroit, Michigan; Mr. and Mrs. J. H. Stark, Cloverleaf Creameries, Inc., Huntington, Indiana; Mr. and Mrs. Robert Wise, National Ice Cream Company, East Boston, Massachusetts; and Mr. and Mrs. M. R. Yohai, S. & S. Cone Corporation, New York, N. Y.

### Some Flew

Awaiting the party in Bermuda was another group of ice cream manufacturers who had flown directly to the resort. Heading this delegation was Robert North, assistant to Mr. Hibben. Included among the flying vacationers were:

Mr. and Mrs. Swan Anderson, Anderson Brothers Manufacturing Company, Rockford, Illinois; Mr. A. Balian, Balian Ice Cream Company, Los Angeles, California; Mr.

and Mrs. Gus Bloomquist, Anderson Brothers Manufacturing Company, Rockford, Illinois; and Dr. and Mrs. Earl Carpenter, Superior, Wisconsin.

Also Mrs. Edith Cassidy, Ideal Milk Company, Portsmouth, Ohio; Miss Mary Dacar, Borden Company, Noaker Division, Canton, Ohio; Mr. and Mrs. S. C. Hookstratten, General Dairy Industry Comm. of Southern California, Los Angeles, California; Mr. and Mrs. Fred Kinsey, Ideal Milk Company, Portsmouth, Ohio; Mr. and

Mrs. Jay Kugler, Dairy Institute of California, San Francisco, California; Mr. and Mrs. Marc LeClerc, Granby Dairy Limited, Granby, Quebec; Mrs. Nela McMinn, Superior, Wisconsin; Mr. and Mrs. Harry Nathan, Legion Ice Cream Company, Chicago, Illinois; Mr. and Mrs. Robert H. North, International Association of Ice Cream Manufacturers, Washington, D. C.; Mr. and Mrs. Frank Ross, H. P. Hood & Sons, Inc., Boston, Massachusetts;

(Continued on page 59)

**MANY PERSONALITIES** in the industry were in the party that visited Bermuda after the Atlantic City convention. Here are a few photographed informally by the ICE CREAM FIELD man accompanying the party.

**FIRST ROW:** In this group you'll recognize Harry Nathan, of Legion Ice Cream Company, Chicago; Mr. & Mrs. W. A. Klapper of Cloverleaf Creameries, Huntington, Indiana; Mr. & Mrs. Robert C. Hibben of the International Association; Mr. & Mrs. F. J. Bahl and Mr. & Mrs. J. H. Stark of National Dairy Products (Midwest Div.). The picture in the top right corner is of Mr. & Mrs. Hibben taken on board ship on their wedding anniversary.

**SECOND ROW:** Mr. & Mrs. William Bowser of Hendrie's Ice Cream, Milton, Massachusetts; Mr. & Mrs. Robert Wise of Na-

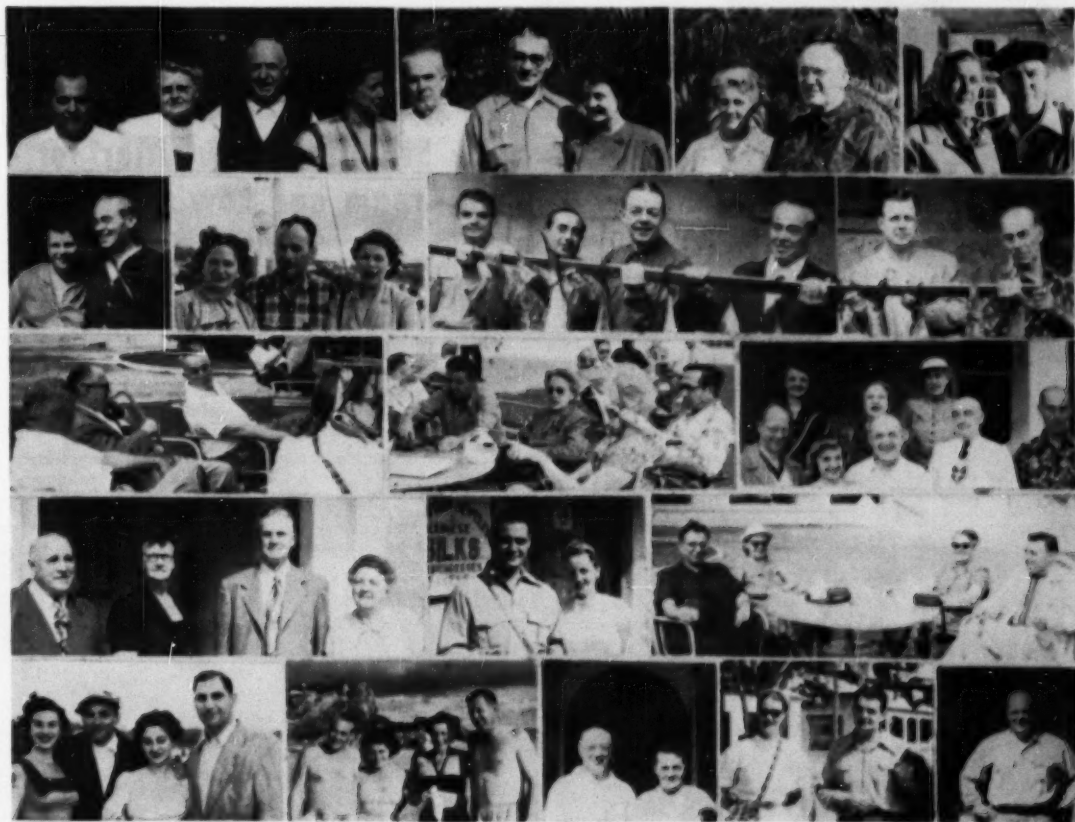
tional Ice Cream Company, East Boston, Massachusetts; and Mrs. Howard Grant of ICE CREAM FIELD. The successful fishermen's party comprising Robert North, Abe Balian, Dr. Earl Carpenter, William Bowser, Walter Bospole and V. J. Ashbaugh.

**THIRD ROW:** In the first two pictures are a few of the visitors at the St. Georges Hotel in Bermuda. Included are S. C. Hookstratten of the Dairy Industry Committee of Southern California, Jay Kugler of the Dairy Institute of California, Bob Hibben, Mr. & Mrs. North and Abe Balian. The right and picture includes Mr. & Mrs. H. S. Burkhart of Dixie Cup Company, Chicago, Mr. & Mrs. C. W. Ebling and their daughter Joyce all of the Wesley's Ice Cream Company, Detroit; Mr. & Mrs. Ed. Meagher of E. A. Meagher, Inc., New Brunswick, New Jersey, and Mr. & Mrs.

V. J. Ashbaugh of Durham Dairy Products, Inc., Durham, North Carolina.

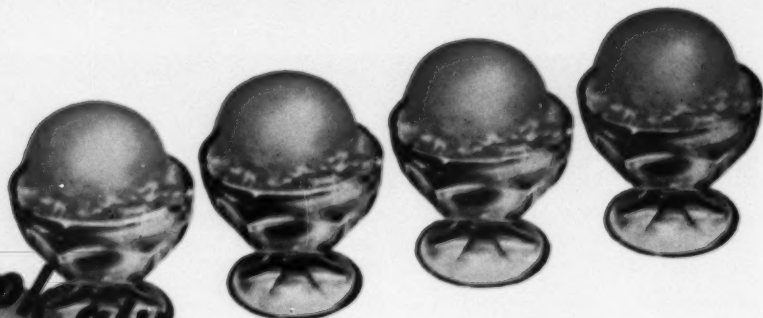
**FOURTH ROW:** Mr. & Mrs. Gus Bloomquist and Mr. & Mrs. Swan Anderson of Anderson Bros., Manufacturing Company, Rockford, Illinois; Mr. & Mrs. R. A. LaFond of Walter M. Lowmy Company, Ltd., Montreal, Quebec; Hugh Hutchinson, Mrs. R. E. Johnson, Mrs. Hutchinson, and Bob Johnson all of Greenbrier Dairy Products Company, Lewisburg, West Virginia.

**FIFTH ROW:** Mr. & Mrs. M. R. Yehai of S. & S. Cone Corporation, New York with Mr. & Mrs. J. Bonomo; Mr. & Mrs. J. W. Bowser with Mr. & Mrs. Walter Bospole; Mr. & Mrs. Max Goldberg of Illinois Baking Corporation, Chicago; Mr. & Mrs. Robert North of the International Association; Frank Ross of H. P. Hood & Sons, Inc., Boston, Massachusetts.



They all look alike...

but—there's a  
big difference



Prove it yourself with  
**COPENA** *Special*  
The *Quality* Stabilizer-Emulsifier for  
*Quality* Ice Cream and Low Fat Mixes

You can pick your ice cream blindfolded when it is stabilized and emulsified with Copena Special because a creamy body and smooth texture are assured ... even after heat shock. Copena handles easily, too. You can add it directly to a cold mix before pasteurizing. Neither solubility nor viscosity are affected by acidity. Whipping qualities are vastly improved and a drier ice cream is produced from the freezer.

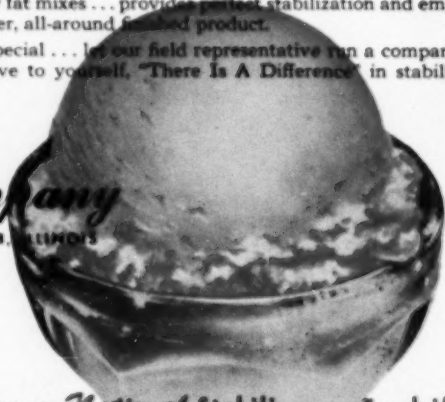
Because the combined stabilizer-emulsifier in Copena Special works both on the fat and water phase of the mix, Copena Special is ideal for both high and low fat mixes ... provides perfect stabilization and emulsification ... a better, all-around finished product.

Try Copena Special ... let our field representative run a comparison test for you. Prove to yourself, "There Is A Difference" in stabilizer-emulsifiers.



2634 W. CULLERTON ST.

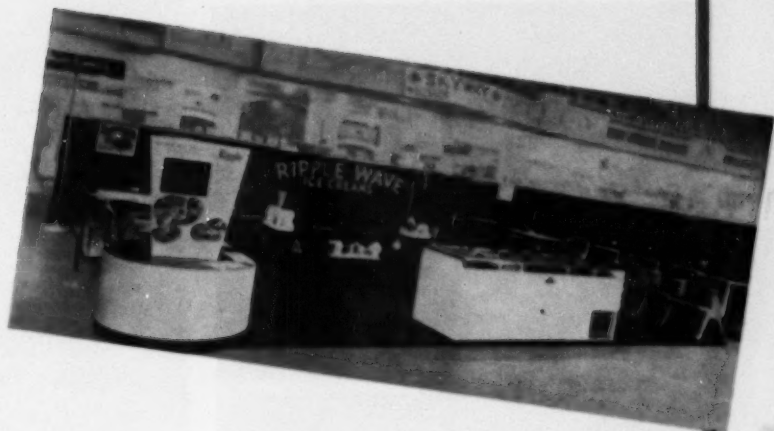
CHICAGO 8, ILLINOIS



You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier



BALCH FLAVOR Company introduced its "Double Ripple" at its DISA Exposition booth in Atlantic City. The idea is to produce unusual colors in ice cream by blending two "ripples" in one ice cream.

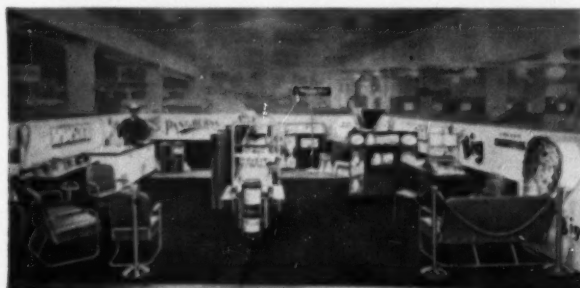


ICE CREAM MANUFACTURERS found much to interest them at the 1950 Dairy Industries Exposition in Atlantic City's Conventoin Hall. The newest developments in equipment and supplies for the production, distribution, and merchandising of ice cream were unveiled. Visitors to the giant show could inspect and/or sample ice cream freezers, sandwich-making machines, vending units, novelty apparatus, refrigerated truck bodies, hardening room equipment, soda fountains, flavors and other ingredients, fountain accessories, a host of advertising aids such as point-of-sale signs and posters, and countless other products to help the manufacturer in his quest for increased profits.

TO HELP RECALL some of the high spots of the Exposition to the many thousands of visitors, and to suggest the atmosphere and the general excellence of the exhibits to those who were not present, ICE CREAM FIELD publishes on this and succeeding pages photographs of various booths as they appeared to the Convention Hall throng.

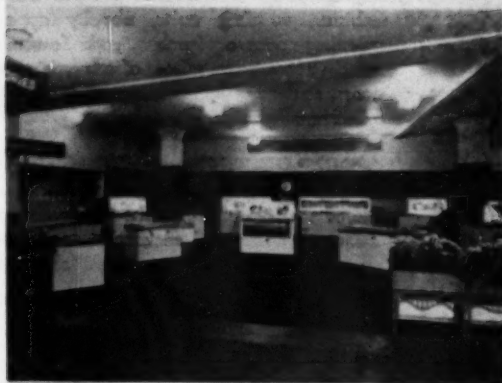
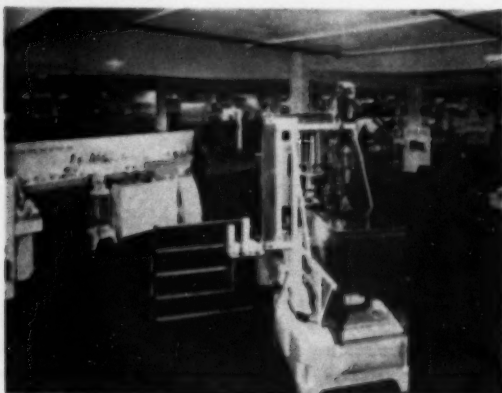
LEFT PHOTO: Center of interest at the combined booth of the Pangburn Company and Drumstick, Inc. was the new automatic Drumstick equipment. Pangburn placed emphasis on its display of the company's

line of nut brittles and flake flavors. RIGHT PHOTO: A view of the exhibit-display of the G. P. Gundlach and Company. Methods for processing, marketing and distributing dairy products were shown.



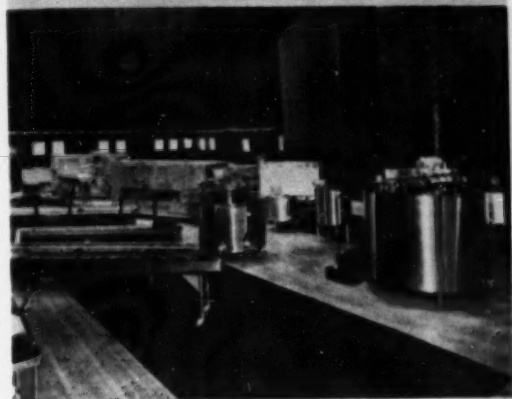


TOP PHOTO: The Sealright Company's booth included the automatic dispenser and coverer for the Nestle ice cream and cottage cheese containers. CENTER PHOTO: Many ice cream cabinets of varying designs were displayed by Schaefer, Inc. at its DISA Exposition booth. BOTTOM PHOTO: Samples of vanilla ice cream were distributed at the S. H. Mahoney Extract Company booth, located at the entrance to Convention Hall.



TOP PHOTO: A bird's-eye view of the Lily-Tulip Cup Corporation's booth at the DISA Exposition. Note the fully equipped soda fountain. CENTER PHOTO: Nestle's, Peter's, and Runkel's cocoa and chocolate products were featured at the Lamont, Corliss and Company booth. BOTTOM PHOTO: Anderson Bros. Manufacturing Company's exhibit included the firm's line of filling, packaging and novelty machines for the ice cream industry.

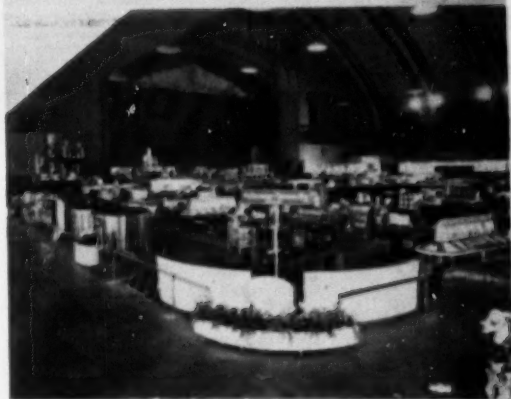




TOP PHOTO: LeRoy Foods, Inc. demonstrated production processes for many of the firm's products, including the Pure Maid ice cream sandwich. CENTER PHOTO: Girtton Manufacturing Company exhibited its full line of dairy plant equipment at its booth. Feature of the display was an all stainless steel mold washing machine. BOTTOM PHOTO: Many new units were included in the Bastian-Blessing Company's exhibit of its 1951 line of soda fountains.



TOP PHOTO: 1951 line of ice cream cabinets was introduced in Ace Cabinet Corporation's booth at the DISA Exposition. CENTER PHOTO: "Hold-Over" truck plates were on exhibit at the booth of the Kold-Hold Manufacturing Company. Interest in refrigeration both for the plant and for trucks was evidenced. BOTTOM PHOTO: The complete line of Creamery Package Manufacturing Company equipment for dairy plants was available for inspection at that company's exhibit.



# Soft Ice Cream Sales

BY HARVEY F. SWENSON

*Sweden Freezer Manufacturing Company  
Seattle, Washington*

**S**OFT ice cream is one of the most controversial issues to occupy the attention of ice cream manufacturers today. It is a very broad and all-inclusive subject. But I want to talk to you today about a particular aspect of soft ice cream . . . that is, what soft ice cream means to you as the mix manufacturer. I want to show you step by step why the mix manufacturer should concentrate on the soft ice cream bandwagon. I want to view its position in the industry. I want to consider what it will mean to the mix supplier in the future.

First of all, let me clear up my meaning of the term "soft ice cream." It includes in the true legal definition—ice cream—frozen custard—and ice milk products. They are sold under many trade names, such as Dairy Treat—Dairy Queen—Zesto—Sweden Freeze—and a thousand other names.

These products, preferably low butterfat, are served directly from the freezer. They have about the same or less overrun as hard ice cream after it is dipped.

I am sure there are those in the industry that will criticize my broad use of the term "soft ice cream." They want me to stick to the true legal term as defined by butterfat content. There are also those who feel that the term "soft" means "inferior." But the public does not feel it means "inferior." They think of it as a "superior" product. They are not talking about the same product that the dairymen is talking about when he considers the term "soft" as being "inferior."

When we first started to market high quality, low overrun direct-from-the-freezer products, they were all high butterfat ice creams. Then we learned that a low butterfat

product was a better soft ice cream . . . and the people preferred it. But the name of a freezer-fresh product has been established as a soft ice cream in the minds of the public.

I want to make it clear that I am not stressing a low butterfat product because it is a lower cost product. The few cents difference in mix cost is not important, either to the mix supplier or to the retailer. There is plenty of profit in butterfat consumption in either product. The important thing is that dairy product consumption goes up whenever a good low butterfat product is offered.

## Sales Gains

Now let's talk about the increase of soft ice cream sales. We are all aware that soft ice cream sales have increased. But I wonder how many realize that on a national total basis, soft ice cream sales represent a volume equal to over 10 per cent of all the hard ice cream reported as being manufactured. That's equal to about 120,000,000 gallons of ice cream sales and is a most important volume. There are some recognized figures that are even higher. There is a lot of other mix sold for hard ice cream production besides.

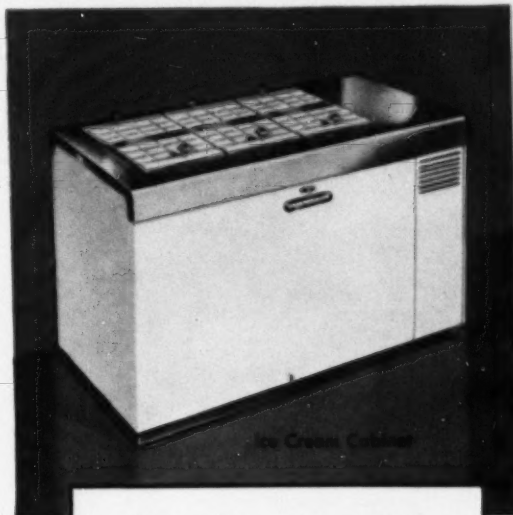
During this same time, hard ice cream sold in bulk has slipped from representing about 75 per cent of the ice cream produced in factories to about 35 per cent. A lot of this hard ice cream business has been switched to package ice cream sold through new marketing fields. But the real and serious problem is the reported loss of more than 30 per cent of their sales from the peak year of hard ice

*(Continued on page 72)*



Your widest choice! Your best choice!

# FRIGIDAIRE - America's No. 1 Line of Ice Cream Cabinets!



## 4 types—15 models to choose from

Whatever your need, you're sure to get exactly the right cabinets from the big Frigidaire line—most complete in the industry. And you're equally sure that any Frigidaire Cabinet you choose will give you the most in sales—cost you the least for years of service. Brilliantly styled, ruggedly built, and powered by the exclusive Meter-Miser—these are America's No. 1 Ice Cream Cabinets!

For full details, call the Frigidaire Distributor or Factory Branch that serves you. Or write Frigidaire Division of General Motors, Dayton 1, O. In Canada, Leaside 12, Ont.



**Ice Cream Cabinets (Self-Contained)** Beautiful styling by Raymond Loewy, combined with a host of great Frigidaire features, has helped these outstanding cabinets get preferred position in store after store. Single-row 3- and 4-hole models. Double-row 4-, 6-, 8-, 10-hole models.

**Ice Cream Cabinets (Remote)** These remote-compressor versions of the famous Frigidaire Cabinet give you even greater capacity per square foot of floor space. Single-row, 4-hole model. Double-row 4-, 6-, 8-, 10-hole models.

**Zero Self-Servers** Proved selling power plus proved ability to keep every package at just-right firmness have made Zero Self-Servers the choice of leading ice cream manufacturers the nation over. 5.3, 8.2, 11.2 cubic foot models.

**Roll-A-View Top Zero Self-Serve** A spacious cabinet with rolling glass top, this model is ideal for keeping low-volume outlets heavily stocked. Without optional superstructure, it's perfect for island positions. 11.2 cu. ft. capacity.

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## **Editor Analyzes Ice Cream Sales Methods Abroad**

**I**CE cream in Europe may not measure up to the quality of its American counterpart, but there is very little lacking in the way it is merchandised, according to Sidney M. Maran, Editor of *ICE CREAM FIELD*, who returned November 20 from a combination business-pleasure trip to Belgium, France and Great Britain.

Of the three countries, France has the least palatable ice cream, in Mr. Maran's opinion. The quality is very much better in England, and somewhere in between in Belgium.

But ice cream manufacturers in all three countries are aggressively promoting sales of their product, Mr. Maran reported. As verification, he offered these findings, which hold for all the places visited:

(1) Ice cream is on every lunch and dinner menu. Waiters in European restaurants—the finest establishments as well as the more ordinary eating places—suggest ice cream as a dessert much more frequently than is done in the United States. Prices are reasonable, both from the standpoint of the visiting American and on a comparative basis with other desserts.

(2) Ice cream is available in a great variety of places. There are numerous "milk bars" and tea rooms in which the product may be had, not only during meals but as mid-afternoon and after-theatre snacks. Also, ice cream was offered for sale in every theatre visited. This includes entertainment locales ranging from the Casino de Paris (an equivalent of the Folies Bergere) to legitimate theatres in London (where stage plays are presented) to motion picture houses in Brussels.

(3) Ice cream is vended enthusiastically in all the places where it is available. The point-of-sale suggestions made by restaurant personnel has already been cited. In addition, ice cream is served during intermissions in most European theatres. In France and Belgium, ice cream on-a-stick and ice cream bars were the varieties most frequently available. In England, theatre-goers are served individually-scooped portions of ice cream. In many motion picture theatres in the three countries, ice cream is the only refreshment available.

(4) The ice cream manufacturers in England make the most use of outdoor signs to promote sales. But the total of this type of advertising is negligible in the three countries.

Mr. Maran was accompanied on the two-week journey by his wife. They flew to and returned from Europe via Sabena Belgian Airlines.

P  
RODUCTION

production

# A STUDY OF BLOOM GELATINS

TABLE I  
COMPARISON OF GELATINS USED

Test	High Bloom Gelatin	Low Bloom Gelatin
Viscosity	53	15
Bloom	263	62
Color	170	160
Cloud	135	115
Moisture	11.85	12.77
pH	4.3	7.6
H <sub>2</sub> O <sub>2</sub>	Negative	Negative
% Nitrogen precipitated with 1/2 saturated MgSO <sub>4</sub> solution	14.1	7.4
Bacteria per gram	200	1900

THE Bloom test (1) long has been recognized as a suitable index for measuring the stabilizing properties of gelatin to be used in ice cream. There are instances, however, when such a test fails to give the correct information. This led Dahlberg (2) to propose another test, now generally referred to as the Dahlberg test and more recently Hettrick and Tracy (3) pointed out that the protein nitrogen content was a more reliable index of the ice cream stabilizing properties of gelatin than the Bloom test.

The low bloom gelatin characteristics are given in Table I together with those of a High Bloom gelatin, used in the present study. It is to be noted that both its Bloom test and protein nitrogen content is low and, ordinarily, it would be expected that a gelatin with a Bloom test under 150 gms. would need to be added in large amounts (0.5 per cent or greater) in order to properly stabilize the ice cream. However, in preliminary studies results to the contrary were obtained with the low Bloom product. These findings led to the following study.

Test runs were made comparing the relative merits of the low Bloom gelatin and a high Bloom gelatin in ice cream, sherbets and ices.

Three experimental trials were made each consisting of four batches of ice cream. The mixes were standardized to contain 12 per cent fat, 11 per cent milk solids-not-fat and 14.5 per cent cane sugar. The control batch contained 0.34 per cent of the high Bloom gelatin while the low Bloom gelatin was added at 0.4 per cent, 0.5 per cent, and 0.6 per cent levels. All mixes were tested for fat, total solids, acidity, pH, viscosity after four hours, 24 hours, and 48 hours, and performance in the batch freezer. The hardened ice cream was judged for flavor, body and melt-down characteristics.

## Experimental Results

*Effect on Mix Viscosity.* Results of viscosity measurements by the falling ball method are given in Table II.

It can be seen that with one exception the viscosities of the mixes containing low Bloom gelatin are lower even at the 0.6 per cent level than those of the controls. At the 0.6 per cent level the ice cream was overstabilized and had a body that was much smoother and more resistant than that of the control. At the 0.5 per cent level the viscosity of the mix was still lower but the ice cream was also superior in body to the control. A lower viscosity is usually considered desirable from the standpoint of mix handling.

*Effect on Mix Acidity and pH.* As would be expected the low Bloom gelatin had no detectable effect upon either the titratable acidity or pH of the mix.

*Effect on Whipping Properties of Mix.* Incorporation

BY JOSEPH TOBIAS AND GEORGE EDMAN  
University of Illinois  
Urbana, Illinois



**TABLE II**  
**RELATIVE VISCOSITY OF EXPERIMENTAL MIXES**

Viscosity	4 hrs. seconds	24 hrs. seconds	48 hrs. seconds
0.34% High Bloom	58	94	217
0.4 % low Bloom	27	39	47
0.5 % low Bloom	30.5	48	63
0.6 % low Bloom	40.3	103	154

of 0.4 per cent of low Bloom gelatin resulted in practically the same whipping properties as with 0.34 per cent of the high Bloom gelatin. Slightly longer whipping times were observed when the level of low Bloom gelatin was increased to 0.5 per cent and 0.6 per cent. In general, however, very little effect on whipping was observed at the levels of 0.4 per cent to 0.6 per cent of low Bloom gelatin.

**Effect on Body and Flavor of Ice Cream.** When the amount of low Bloom gelatin used in the mix was in the ratio of approximately 1.25 to 1 with respect to the amount of high Bloom gelatin the body scores of the ice creams were practically the same. All samples in this study received identical flavor scores indicating that there was no flavor effect from the low Bloom gelatin.

**Effect on Melt-Down Characteristics.** In keeping with the trend in viscosity the melt-down of ice cream containing the low Bloom gelatin was slightly faster and smoother with less tendency to slough off in large chunks.

**Effect on Performance in the Continuous Freezer.** Although 0.4 per cent of the low Bloom gelatin produced satisfactory stabilization in mixes containing 12 per cent fat and 38 per cent total solids that were frozen in the batch freezer, a lesser amount (0.4 per cent) was satisfactory in mixes of this composition frozen in the continuous freezer.

The effects are summarized in Table III.

### Water Ices and Sherbets

In the manufacture of water ices and sherbets the stabilizer plays a very important part. The properties of the colloid used must be such as to 1) prevent the formation of large ice crystals, 2) produce sufficient viscosity in the frozen mass to prevent "bleeding" or separation of the

unfrozen Syrup, 3) not cause excessive air incorporation and 4) produce a smooth yet not sticky body.

The experimental ice and sherbet formulas were as follows:

Ice		Sherbet
None		10.0 lbs.
12.75 lbs.	Ice cream mix	11.1 lbs.
3.3 lbs.	Cane sugar	3.3 lbs.
7 oz.	Corn Sugar	8 oz.
Enough to make	Citric acid (45%)	Enough to make
50 lbs.	Flavor, stabilizer and water	50 lbs.

It was found that the proper amount of the low Bloom gelatin to use for an ice was about 0.5 per cent and for a sherbet 0.45 per cent. Some difficulty was experienced in holding down the overrun in the water ices without introducing small amounts of butter fat into the mix. In case of sherbets, however, there was no problem in this respect.

### Summary

Data comparing the performance of a low Bloom gelatin with a high Bloom gelatin were presented. The following observations were made: Effect on acidity, pH viscosity, whipping ability, body and texture, flavor and melt-down characteristics of the ice cream.

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- (1) Alexander, Jerome. *Glue and Gelatin*. Chemical Catalog Co., New York, 1923.
- (2) Dahlberg, A. C. New Facts on the Use of Gelatin in Ice Cream Manufacturing. *Ice Cream Trade J.* 24: No. 5, 1928.
- (3) Hetrick, J. H. and Tracy, P. H. The Protein-Nitrogen Fraction of Gelatin in Relation to Ice Cream Stabilization. Unpublished Data of the Department of Food Technology, University of Illinois.

Mr. Edman, who cooperated in the preparation of this article at the University of Illinois, is now with Coppin's Dairy, Streator, Illinois.

**TABLE III**  
**COMPARISON OF THE EFFECTS OF A HIGH AND A LOW BLOOM GELATIN ON SOME CHARACTERISTICS OF MIX AND ICE CREAM**

Type and amount of stabilizer	Mix acidity %	pH	Time to reach 90% overrun minutes	Body and texture of ice cream*	Flavor of ice cream*	% of ice cream melted in one hour
0.34% high Bloom gelatin	0.21	6.7	5	27.7	41.0	33.3
0.4% low Bloom gelatin	0.21	6.7	5	27.9	41.0	32.2
0.5% low Bloom gelatin	0.21	6.7	6	28.1	41.0	33.7
0.6% low Bloom gelatin	0.21	6.7	6	28.5	41.0	32.1

\*Scores represent average of three runs. The collegiate score card was used.

# Analysis of Chocolate Ice Cream

BY DR. C. W. DECKER

*The State College of Washington  
Pullman, Washington*



**C**HOCOLATE ice cream represents approximately fifteen per cent of the total sales of ice cream and is the second best seller. There is potentially a greater market for chocolate ice cream and more to be done to improve its quality than in the case of most other ice cream flavors. It has served as salvage for re-run ice creams of nearly every description. Strain the nuts, fruit and seeds out and throw it into the chocolate mix seems to be the motto of too many ice cream plants.

Last summer I was talking to the plant superintendent of one of the largest ice cream plants in the state. We had tasted his vanilla ice cream, and I asked him how his chocolate was. His reply was, "We don't say much about it around here." It turned out most of the re-run went into it. It doesn't make sense to sacrifice the quality of a potentially high seller to salvage re-run and returns just because the idea exists that chocolate will cover up a multitude of sins. About all you can accomplish is to make a poor chocolate ice cream.

## Types of Chocolate Products

Cocoa, chocolate liquor, and chocolate flavoring (blend) are used as sources of chocolate in ice cream. Cocoa for use in chocolate ice cream usually runs around 22 per cent cocoa fat, chocolate liquor 50-55 per cent cocoa fat, and chocolate flavoring 35-40 per cent cocoa fat. The latter may contain vanillin.

The chocolate liquor represents the milled roasted chocolate nibs which are liquified by the heat during milling

and set in molds to form bars which we may know familiarly as bitter chocolate or baking chocolate. The cocoa represents a ground powder made from the chocolate liquor which has had the cocoa fat or butter pressed out by hydraulic pressure and the cocoa fat reduced to from 20 to 26 per cent of the original 50-55 per cent of the chocolate liquor.

The chocolate flavoring (or blend) represents a product midway between the chocolate liquor and cocoa in cocoa fat content, having less of the cocoa fat extracted than cocoa to give a fat content of 35-40 per cent. This product is a direct outgrowth of the practice of many ice cream manufacturers who used a formula with both cocoa and chocolate liquor, the final blending of which would give a cocoa fat content of 35 to 40 per cent.

## Selection of Chocolate Formula

The usual formula range for chocolate ice cream, exclusive of the chocolate products, will run approximately 10 to 11 serum solids, 10 to 11 per cent butterfat, 16 to 18 per cent sugar. The butterfat content is set to stay within state legal limits and the sugar content raised over normal white mixes to take care of the slight bitterness of the chocolate. The stabilizer is reduced because of the higher total solids content of the mix and slight stabilizing properties of chocolate. Dahle (1) suggests a 25-50 per cent reduction. The homogenizing pressures are reduced about 20 per cent on the single stage homogenizer and first stage



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**TABLE I**  
**CHEMICAL ANALYSIS OF SIXTEEN COCOAS\***

Cocoa No.	Fat	Ash	Soluble Ash	Insoluble Ash	Alkalinity Soluble Ash	Alkalinity Insoluble Ash	Acid Insoluble Ash
1	23.52	5.97	4.24	1.73	37.7	31.5	—
2	23.16	7.40	3.96	3.44	7.0	50.6	—
3	21.53	8.55	7.30	1.25	38.6	45.6	—
4	16.71	10.00	8.07	1.93	35.2	37.4	Trace
5	21.87	8.05	6.47	1.58	67.4	47.0	0.38
6	21.77	6.72	3.72	3.00	17.6	50.0	Trace
7	22.94	8.00	6.08	1.92	59.2	38.0	0.11
8	23.89	5.18	2.26	2.92	14.5	44.8	0.23
9	22.81	6.19	3.53	2.66	32.8	33.4	0.56
10	23.13	4.59	1.47	3.12	13.2	32.0	0.31
11	22.56	8.65	7.23	1.42	42.0	38.0	—
12	22.46	8.20	6.64	1.56	46.0	40.0	Trace
13	22.45	6.42	4.02	2.40	24.2	41.0	—
14	23.68	8.56	6.84	1.72	46.0	38.8	—
15	20.09	8.78	7.04	1.74	42.3	38.0	—
16	23.11	8.25	6.60	1.65	38.8	38.2	—

\*Analysis by V. Kelley, Golden State Control Laboratory, San Francisco, Cal.

of the two-stage homogenizer in order to control the viscosity.

The flavoring material in chocolate is carried primarily in the chocolate solids other than cocoa fat, since cocoa fat itself is quite bland and relatively tasteless. Therefore, the amount of chocolate taste imparted to an ice cream is dependent primarily on these chocolate solids other than the fat. The amount of cocoa, chocolate liquor or flavoring used is determined on the basis of these solids. Dahle (1) bases the amount of the different chocolate products to be added to ice cream on the chocolate solids not fat. Using 3.5 per cent cocoa (20 per cent cocoa fat) as a base, it would take 5.6 lbs. of chocolate liquor (50 per cent cocoa fat), and 4.3 lbs. of chocolate flavoring or blend. This rule is altered slightly by the differences in cocoa fat content of the three products, which undoubtedly does have some effect on flavor. Chocolate liquor is believed by some to add something that cocoa alone doesn't give. Sommer (5) reports that chocolate liquor, as a rule, is made from a better grade of cocoa beans, but where cocoa and liquor are from the same quality of beans there is no difference in the flavor. Tucker et. al. (4) suggests that in pressing out the fat from chocolate liquor to make cocoa, some of

the volatile flavoring materials are lost due to heat generated.

The following chocolate ice cream formulas have been recommended by different investigators. Martin (2) suggests the following formulas having 14 to 15 per cent sugar with the higher values for cocoa given for ice creams with increased fat or serum solids contents; mild chocolate ice cream 2.5 to 2.75 per cent cocoa, medium chocolate 3.00 to 3.25 per cent cocoa, strong chocolate 3.59 to 3.75 per cent cocoa. Where chocolate liquor is to be used, he suggests 4.75 per cent. Dahle (1) recommends 3.5 to 4.0 per cent cocoa with 18-19 per cent sugar, 10 per cent S. S. and 10 per cent fat. The amount of cocoa or chocolate can be reduced with an increase in the serum solids or a reduction in the sugar according to Tracy (3). Approximately 4 per cent chocolate flavorings (blends) having 35 to 40 per cent cocoa fat have been recommended by the manufacturers for use in chocolate ice cream.

My personal choice is an ice cream containing 3 per cent cocoa and 1½ per cent chocolate liquor. The ice cream has a full chocolate flavor without being too harsh or bitter. Others may prefer to change this formula by replacing the chocolate liquor at the rate of ¼ per cent cocoa to each



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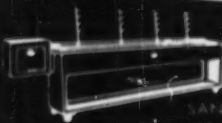


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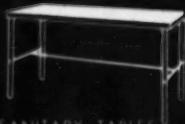
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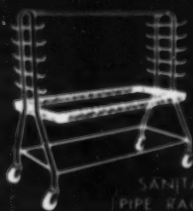
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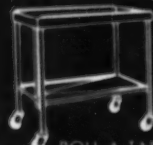
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½ per cent chocolate liquor until they have the flavor combination that suits them. When using the chocolate blends, I prefer to use them in conjunction with cocoa and replace the chocolate liquor rather than use the blend alone at the recommended levels.

In either case the ice creams containing the chocolate flavoring are not quite on a par with those made from cocoa and chocolate liquor. Some of the chocolate flavorings contain vanillin which may in part account for this difference in flavor. True chocolate flavor in a properly made chocolate ice cream isn't enhanced by a modifying flavor. This applies to vanilla extract as well. In fact, there may be a tendency to mask the true chocolate flavor as well as add to the cost of the ice cream.

### Selection of Chocolate Products

A prospective purchaser has three methods on which to base judgment in buying any of the chocolate products for use in ice cream. He can make up a hot chocolate drink, he can make experimental ice creams, or he can supplement this with laboratory analysis of the chocolate products. In all cases to make valid judgment it is best to have a large number of supplies for comparison rather than a few at a time. There are other factors to be taken into consideration in buying. Will the samples sent in be representative of the bulk material sent to the plant? When purchased, will it be uniform in quality from purchase to purchase? Can they supply it in sufficient quantities, etc.?

### Cocoas

Sixteen different cocoas, representing a cross section of cocoa available in bulk for use in ice cream, were analyzed in the laboratory and made into ice creams for tasting studies. The laboratory analyses on the cocoas, shown in Table I, are of interest but do not give any indication of the flavor, nor are they of any particular value in determining the best cocoa for use in ice cream.

For tasting studies ice creams were made from these cocoas by using the following formula: 10.0 per cent butterfat, 10.7 per cent serum solids, 3 per cent cocoa, 1½ per cent chocolate liquor, and 18 per cent sugar. The ice creams were then tasted by two experienced judges and the cocoas classified from a flavor standpoint. It was found that 3 cocoas were superior, 5 were excellent, 2 were satisfactory, and 6 cocoas were unsatisfactory.

Of the three American process cocoas tried, none were found desirable. Dutch process cocoas were found to be superior to American Process Cocoas for use in ice cream.

There are a great many sectional differences in preference for the type and degree of chocolate flavor. It is my belief that the majority of the people who eat chocolate are inveterate chocolate eaters and only ask for other flavors to try something new, or for a change, but usually go back to chocolate as a steady diet. This statement may also hold for other ice creams as well. Unless chocolate ice cream has a full-bodied chocolate flavor, it is difficult to build up a chocolate ice cream trade. The business will be lost to candy or at least to other flavors. People who have been

(Continued on page 79)



# Some things give solid satisfaction

When the ball hooks in for a perfect strike, and you hear the murmur of approval around you—comes a feeling that can't be beat. That's how it is, too, when you know you've given your product the best in quality and skill from start to finish.

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# NEW SOUTHERN DAIRIES PLANT



**S**OUTHERN Dairies, Inc., an affiliate of the National Dairy Products Corporation, is constructing a new dairy plant in Winston-Salem, North Carolina. It is expected that the new manufactory will begin operations in the early part of 1951.

Modern equipment and machinery will be installed in the new building, which will have a floor space of 50,000 square feet. This is more than double the size of the present Southern Dairies plant in Winston-Salem. The ground for the new plant was broken recently about two miles north of the present location, on the main artery coming into the city on United States Highway No. 52.

## Started in 1917

The Forsyth Dairy Company, a cooperative stock company, began operating in Winston-Salem in 1917, and was financed by local capital. It was operated independently until 1920, at which time it was taken over by the Carolina Creamery Company of Asheville, North Carolina. Charles E. Landreth, Sr. became its first manager.

On July 1, 1927, the Carolina Creamery Company became a part of Southern Dairies, and along with it, Forsyth Dairy Company in Winston-Salem. Mr. Landreth continued as manager until his death in 1939. W. Paul Lan-

dreth, who had started with the organization in 1923 as Sales Manager, succeeded him, and also was appointed Zone Manager for the firm's eighth zone.

## Now: 48 Trucks

The original Forsyth Dairy Company started off with one horse-drawn delivery piece of equipment plus one Model T. Ford. The present plant has a total of twenty-three retail milk trucks, eleven wholesale trucks, six ice cream trucks, and eight trucks for special delivery and miscellaneous uses—a total of forty-eight vehicles. At present, approximately 160 persons work in the Winston-Salem plant during peak season, as compared with just a few when the plant first opened.

Business has expanded steadily through the years, with the greatest progress anticipated because of the larger capacity of the new plant. Additional details about the installation of equipment will be forthcoming when the plant is formally opened, according to a company spokesman.

Accompanying this article is an artist's sketch of what the new plant will look like upon its completion. News of the construction plans was revealed in a recent issue of the *Southern Dairy*, house organ of Southern Dairies, Inc.



## Bermuda Cruise

—from page 41—

and Mr. and Mrs. Dot Sappington, Central Dairy Company, Jefferson City, Missouri.

Without delay the ice cream delegation adopted Bermuda's charming way of life. The demand for horse-drawn carriages and bicycles was overwhelming. Sight-seeing and shopping were the first orders of the day for most of the visitors. A cocktail party at the Castle Harbor Hotel on the evening of the arrival day started the festivities. Each day following was crammed full of activities, with golf, fishing and just relaxing on the beach claiming most of the time of the ice cream group. A pre-arranged schedule carried the visitors on special tours, boat rides and general sightseeing. The women folk spent and spent in the shops of Hamilton and St. Georges carrying away linens, leather goods, souvenirs and trophies of the Bermuda visit.

The social life was highspotted by a Shipwreck Party at the Hotel. The ice cream men dressed appropriately in everything from pirates costumes to pajamas. Other outstanding parties included the one given by Hugh Hutchinson of Greenbrier Dairy Products at Angel's Grotto, Bermuda's nightclub; and the fishing party comprising Bob North, V. J. Ashbaugh, Walter Bespole, Abe Balian, Bill Bowser and Dr. Sam Carpenter. This group brought back a prize catch including dolphin, tuna, mackerel and other fish.

On the homeward voyage the big party was given by Max Goldberg, Chairman-Of-The-Board of the Illinois Baking Company. This was a cocktail party in honor of the entire group and particularly Mr. & Mrs. Hibben who were celebrating their fourth wedding anniversary.

SHIPWRECK PARTY participants in Bermuda were J. W. Bowser of Hendrie's Ice Cream Company, Milton, Massachusetts, and Mrs. Walter Bespole of Sally's Ice Cream Company, Chicago.



ICE CREAM FIELD, December 1950

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## Facts and Figures

from page 30

tain, not opinions. He is also a man who will try anything once if you can convince him that he will save money, save time at the fountain and still give the people what they want. But he's often hard to convince.

As a man who has come up to the hierarchy of Peoples drug empire from manager of one of their outlying stores, Mr. Pollard has a shrewd sense of cost accounting. "I'll try anything once," he admits, "but not before I've done a good deal of pipe-dreaming on it."

For one thing, he approaches all new ideas with a seasoned knowledge of what his competitors are thinking. He knows, for instance, that for years fountain operators have clung to the conviction that people prefer their fountain drinks in glass.

The fearful belief that "habit-nurtured people prefer it" has been the retailer's time-hallowed alibi for resisting change. There is nothing hallowed, however, about whiskered-old notions to "Doc" Pollard. A dynamic heavy-set man with a loud bark and the kind of imagination that ignites other men's minds, Dr. Pollard has always had courage to try new ideas.

"I've made a lot of mistakes in my time," and he adds, "Thank God! I've no time for the man who says he's never made a mistake. Because I know that fellow has never had the courage to fail!"

It was Mr. Pollard who pioneered the way for pre-packaging bulk ice cream which is now out-selling the regular packaged ice cream in every Peoples' store. And it was he who, hamstrung with walnut-sized oranges, bulldozed the Florida Citrus Commission into making up in mass quantity Valencia frozen concentrated orange juice. Peoples was the first in the drug chain to serve the frozen concen-

JULIAN ("DOC") POLLARD, who guides the Peoples Drug Stores' fountain operation, checks results of a consumer poll on paper service with Thomas Weaver (right), also of the Fountain Operations Division.



ISLAND-TYPE fountains are used by Peoples Drug chain to achieve maximum seating capacity while saving space. Each island operates as a completely-equipped independent unit, except for the sandwich board and coffee unit.

trate at their counters. Years ago, Mr. Pollard was the man who found the way to first can Coca-Cola syrup which was at that time being shipped out to the chains in cumbersome 45-gallon barrels. Experimenting at the Peoples' candy plant, they found liners for tin cans that permitted the canning of the cola syrup. Coca-Cola now bottles the syrup in one-gallon jars, but Peoples did their own canning until Coca-Cola finally took over. Mr. Pollard's eyes twinkle when he remembers how they came up from Atlanta expressly to apologize "to the man they called crazy."

Mr. Pollard had an idea four years ago that paper service might cut costs and at the same time help to untie fountain snarls at rush hours by saving time. He was hunting too for surer methods to maintain sanitation standards.

Dr. Pollard keeps his fountain operation jumping with a year-round intensive sanitation campaign. "Frankly we're all slightly microbe-happy down here," he admits. Thus he was determined to swim against the tide on paper service and to find out for himself just what the people really did think.

He began cautiously. He installed paper service at the fountain in one of the Bladensburg, Maryland, stores. This was in May of 1949. He gave the Bladensburg fountain people thirty days to get used to the new service. "You have to adjust to any change," Mr. Pollard explained. "A new service is bound to be awkward at first."

During this period, the accounting department kept a close tab on costs and the fountain manager kept a bead-eye on the time-saving factor. At the end of the month, Dr. Pollard had cards printed which read:

"We have been using paper service for the past thirty days. We would like to know which you prefer, paper or glass, and why."

The cards were handed out by the store manager to every customer who got up from a fountain stool. After several hundred cards had been handed out, Mr. Pollard

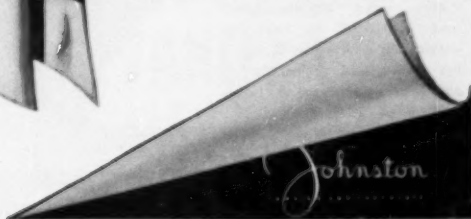
*It's Buy... Buy...  
Ice Cream when you  
glorify it with*



**FREE SAMPLE and sure-fire  
point-of-sale material – Yours**

Delicious, rich-tasting butterscotch ice cream made with Johnston Marble Butterscotch gets the call everytime. Folks who eat it say — it tastes just like a butterscotch sundae! See your Johnston representative soon.

**ROBERT A. JOHNSTON CO.** Milwaukee, Wis. • Hillside, N. J.



and his staff sat down and tallied results. They were astounded to see the results.

Eighty-three per cent of their customers preferred paper. They listed sanitation as their predominant reason. But the report from the accounting department was even more astonishing. Operational costs had gone down just as Mr. Pollard anticipated. Unfortunately, he is not prepared to give the figures on this, but he is willing to be quoted on the statement "that a real saving was reflected." Time was also saved, he claims, but fountain volume was not affected.

Because Dr. Pollard is not the kind of man to be easily convinced, he was not prepared to make any sweeping changes. He wanted far more evidence before he switched Peoples' fountain operation over to paper.

A second store was selected two weeks later to test the service, this one located in Silver Spring, Maryland, where the dishwashing operation was done in the basement. They followed the same procedure, again polling the customers at the end of thirty days. Dr. Pollard was jubilant to see the pattern repeat itself with almost the same reduction in operation costs and practically the same percentage of patrons indicating their preference for paper.

About two months had elapsed when they installed paper in the third store. This time they selected a drug store in an outlying district to see if location was a factor. Surprisingly they found that although the customer preference was practically identical, operational costs were not cut, but



**VELVA-CREME** Combination!  
The Right

An Ice Cream Mix Manufacturer reports New Business

"After using VELVA-CREME and MIXIFIER in both ice cream mix and ice milk mix, I am really sold. I am taking accounts away from my competitors on both mixes."

**GERMANTOWN Manufacturing Co.**  
5100 LANCASTER AVE., PHILA. 31, PENNA.

## ZEROLL

REG. U.S. PAT. OFF. Mfg. in Canada  
ICE CREAM DIPPER

Sizes—12, 16, 20, 24,  
30. Price \$2.40  
ea. f.o.b.  
Toledo,  
Ohio.

The high speed commercial dipper. Completely self-defrosting. Releases portion instantly when touched to dish.

## BULKROLL

REG. U.S. PAT. OFF. Mfg. in Canada  
ICE CREAM DIPPER

A new, giant dipper for bulk dipping ice cream from bulk can into hand packed pints and quarts. Does not compress the overrun.

Price \$1.50 ea. f.o.b. Toledo, Ohio.

## Buy Now!

Make sure that you have Zeroll and Nuroll dippers through 1951. Order now while our stock still is complete and ample, and old prices still apply.

## NUROLL

REG. U.S. PAT. OFF. Mfg. in Canada  
ICE CREAM DIPPER

The low-priced dipper for home users. A great sales promotion item. Sizes No. 16, 20 and 24. Price \$1.35 each f.o.b. Toledo, Ohio.

## The ZEROLL Company

2800 Robinson Ave.  
Toledo 10, Ohio

## ROLDIP

REG. U.S. PAT. OFF. Mfg. in Canada



A coined word suggestive of the way Zeroll, Nuroll and Bulkroll dippers cut and roll the portion without packing.

## TRANSFER SPADE

A Zeroll Product

A strong, perfectly balanced tool for transferring ice cream from one bulk container to another. Price \$1.50 each f.o.b. Toledo, Ohio.

rather upped. Dr. Pollard is no yet ready to give his opinions on this, but he says he has them.

"I want to study this thing a little longer before I go shooting off my ideas." He does say, however, that paper service probably doesn't belong in every drug store.

During the year and a half since Peoples installed paper service in their Bladensburg store on a trial basis, they have been slowly switching their extensive fountain operation over to paper, doing it one store at a time and checking closely on operational costs and people's preference with each installation. They now have twenty-nine fountains on paper service with two new fountains opening in the next thirty days, both to go on paper from the first day their doors swing open. Peoples Drug Chain has 139 outlets with 124 of these operating fountains.

Excited about his limited results, Dr. Pollard needed one of the larger paper cup manufacturers into making an independent survey to determine whether fountain customers throughout the country generally preferred paper or glass. The paper cup manufacturer put Fact Finders, one of the leading research organizations, on the job.

Their findings substantiated Dr. Pollard's. In a nationwide survey made in nine cities, Fact Finders learned that 70.2 per cent of the people preferred paper service at the fountain, indicating sanitation as the major reason for this preference. People polled at stores using paper were even stronger for it, 83 per cent voting for it.

One of the primary reasons why paper service has cut



fountain costs, Dr. Pollard believes, is the spiralling labor costs. He points out that the minimum wages today for dishwashers are \$36 a week and at least two dishwashers, working on shift, are necessary to keep the smallest fountain going. "And don't forget," he adds, "you've got to keep upping these boys' wages from time to time if you're going to hang on to them!" Labor costs, plus the high cost of installation for a glass-washer, averaging about \$1,000 per installation, by far exceeds the cost of the highest quality paper service, Dr. Pollard insists.

He also points out that the problem of maintaining high sanitation standards has been greatly increased by the difficulty in getting good help.

"There is no doubt about it," he says, "there is strong feeling among the fountain men that paper affects the taste of a drink, particularly a carbonated drink. In fact, he added, "this whole question of taste had produced two bitterly opposed schools." His own opinion on this is that nothing destroys carbonation faster than grease on glasses and with today's low-standard labor market, he doesn't believe there are grease-free glasses on any counter. "It's the bubbles along the side of the glass that are tell-tale," he points out. "When you can pour gingerale into a glass without getting those clinging bubbles on the side, you've got a really spotless glass!"

Fountain men in large majority believe that glass gives more eye-appeal to a sundae. To meet this argument which Dr. Pollard admits has merit, he has found special paper sundae cups that are built shallow with an inverted mound in their center to lift the sundae high on the dish. "Peoples Druo will enter their sundaes in any test for eye-appeal," the "Doc" asserts. Peoples also uses a specially built cup for sodas which has a rounded bottom, rather than the traditional up-side down cone. This design permits better mixing and prevents the syrup from slipping down into the peak of the cup.

They are now testing a specially-built, extra-sturdy tall paper cup for milk-shakes which will eliminate the mixing cans. This cup can be fitted right into the mixer, Dr. Pollard explained, given the old shake-up and then served to the customer right in the same mixing cup.

"When you take a milk-shake off the mixer and then pour it into a serving glass, all the air goes out and your drink goes flat," he said. "You might just as well have a plain glass of chocolate milk." With this new cup, doing double duty as a mixing can and a serving glass, you retain that wonderful fluffed-up look that gives a milk-shake real eye-appeal."

For the other side of the argument, Mr. Pollard points out that paper service demands a more careful and special disposal technique.

What is needed, Dr. Pollard believes, is a closed disposal unit built right into the fountain. Even better he thinks, is an automatic garbage disposal unit which literally eats the paper to bits and then flushes it down into the drainage system. Peoples have been experimenting with such a unit in their Bladensburg store where they embarked on their paper service test.

Christmas means...

*Good Cheer*

Northville means...

*Good Flavor!*



Down through the years it has been customary to associate "good cheer" with Christmas, as it has been to associate "Good Flavor" with Northville . . . So bring in the holiday with good cheer and the New Year with Northville . . . The makers of Northville Vanilla would like to thank all its friends for their appreciation of a fine product throughout the year. If you are not a user of Northville Vanilla . . . Now is the time to start putting Northville "Good Flavor" in your sales curve.

**Northville**  
**VANILLA**  
**NORTHVILLE LABORATORIES**

NORTHVILLE

INCORPORATED

MICHIGAN

## Duncan Hines

—from page 34—

—not only for Baltimore—but also for the whole state of Maryland and part of Delaware.”

Mr. Heartfield told how he selected nine ice cream manufacturers, offered them the distributorship of Duncan Hines Ice Cream, and how every one of them accepted immediately.

These nine companies are: Ebert's Ice Cream, Frederick, Maryland; C. F. Main & Sons, Middletown, Maryland; W. L. Hankey & Sons, Hagerstown, Maryland; Feeser's Dairy, Littlestown, Pennsylvania; Gettysburg Ice & Storage, Gettysburg, Pennsylvania; Arthur's Dairy, Waynesboro, Pennsylvania; Garber's Ice Cream, Winchester, Virginia; Thatcher's Dairy, Martinsburg, West Virginia; and Shore Maid Ice Cream, Salisbury, Maryland. C. D. Kenny Division of Consolidated Grocers Corporation, Baltimore, wholesaler, is also distributing the ice cream.

Mr. Heartfield reported that one phase of the program had been proven already—consumer acceptance. Apparently, in some of the stores the advertising material had been put out a few hours before the ice cream had been stocked, and customers started asking for it even though none of them had ever seen it or tasted it.

Fen K. Doscher, Vice-President of the Lily-Tulip Cor-

poration, New York City, was the principal speaker at the dealer meeting.

Relating how nothing ever happens until someone sells an idea, he listed how, in any sales idea or product, there must be five ingredients for it to be successful:

1. Is it of superior quality? Time and events have proved if you don't come out with something better, then someone else will.
2. Brand identification. Can it be given a name which meets public acceptance?
3. To what degree does it meet needs of those who are going to make it and distribute it?
4. Is it geared to their needs as well as to those of the buyer?
5. Will it make a profit?

Stating that this is the basic test to apply to any product or idea, he said, "I applied it to the Duncan Hines program and it passed the test on every point."

Equally important, he stated, is the fact that the fifty manufacturers in the program each analyzed it in their own way and put it to their own fundamental tests and in every case found that it measured up in every way. He cited examples of the plus business manufacturers had received with the program and noted that "in all instances their regular business had been increased."

He told of one firm which for one month showed an 18 per cent increase over the year before, and in the second month showed a 42 per cent increase in total gallonage

## AFTER THE HOME MARKET?

**NEW ice cream SPADE is ideal for take-home promotion**



Here, for the first time, is a spade specially designed for bulk tie-in promotions. Price to the ice cream manufacturer is attractively low.

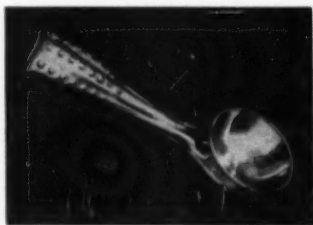
The spade's highly polished aluminum finish and usefulness make it extremely attractive to the consumer. And after she has bought it as part of a combination offer with your ice cream, she'll find it so easy to use it will be a constant reminder to keep a supply of your ice cream on hand.

Sell more of your ice cream to the home market this winter with the Scoop-Rite Spade take-home promotion.

WRITE  
FOR  
DETAILS

### SCOOPS

Made of one piece solid aluminum. Dips easier and faster. Ice cream won't stick, and no dipping in water is necessary.

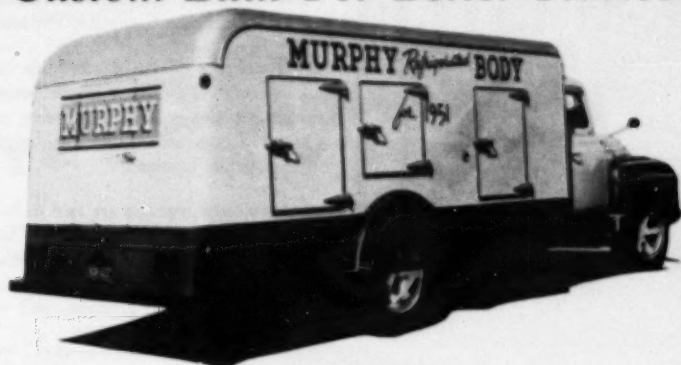


## SCOOP-RITE COMPANY

788 WILDE ST., DETROIT, MICH.

# == MURPHY Refrigerator Bodies for '51 ==

## Custom Built For Better Service



There's built-in satisfaction in a Murphy body, because Murphy bodies are custom built to give you the features you want. No need to settle for a refrigerator body that only "comes close" to the answer to your delivery problems. Murphy will build especially for you the ideal body for your requirements.

Compare the scientific design, custom specifications, refrigeration, payload and weight of a Murphy body with that of any other body on the market. You'll see why more and more ice cream manufacturers are turning to Murphy for their 1951 requirements.

Custom built in any size for  
any chassis. Prompt Service.  
Write for details and prices.

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**MURPHY BODY WORKS, INCORPORATED**  
HERRING AVENUE Telephone 3361 WILSON, NORTH CAROLINA

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with more than 75 per cent of its entire package volume going out in Duncan Hines. Another company showed a 45 per cent increase on package gallonage which was attributed entirely to the Duncan Hines line, he said.

He quoted directly from another company: "We are not interested in replacing our own ice cream with Duncan Hines. We think we are helping it. We have experienced an overall increase in sales in two months—September, 30 per cent—October, 27 per cent—over the same months a year ago. With the price differential we have, Duncan Hines gives us a well-rounded sales program. As independent ice cream manufacturers, we think Duncan Hines Ice Cream is the answer to our problem of a product with a national reputation."

Other comments he related expressed satisfaction with the use of individual formulae for the various flavors as "the soundest method ever devised for the production of fine ice cream"; others reported excellent repeat sales or that they were in a class by themselves with Duncan Hines ice cream.

Referring to Emerson's statement about the mousetrap, Mr. Doscher debunked the idea that the world would beat a path to the door of the man who built the better mousetrap by saying, "only good advertising, a good brand name and aggressive selling, beating a path to the consumer's door, will sell him on the idea of buying the better mousetrap."

Mr. Park, making a report on the first six months' prog-

ress since the first Duncan Hines Ice Cream was made, reviewed the development of the program which was three years in the making until it was launched last May 15.

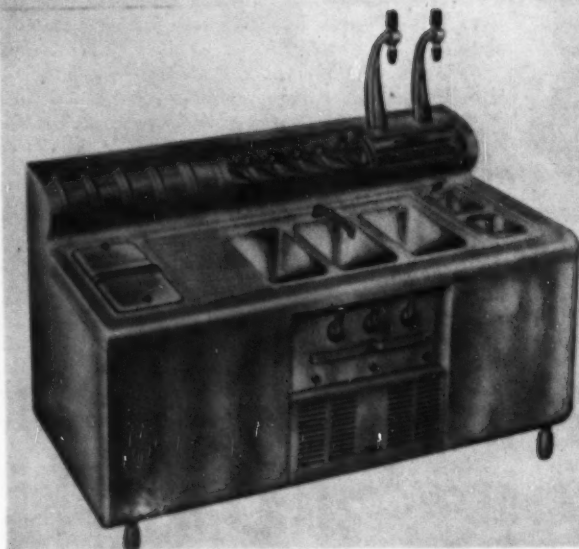
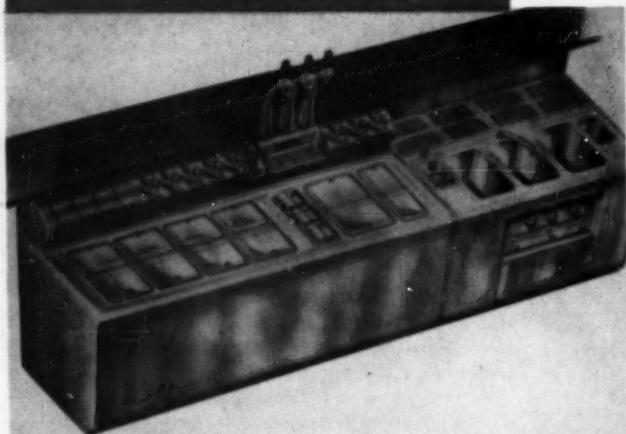
"In just six months," he stated, "exactly fifty carefully selected ice cream companies have been franchised. They are located in thirty-three states and serve a territory with forty million people through more than 25,000 dealer outlets."

Noting that the program was not operating at an accelerated pace, he predicted: "based on our first six months, by Spring some 100 companies will be associated in the program and Duncan Hines Ice Cream will be available to eighty million people through 50,000 dealers."

Representatives of dairies attending were: Frank D. Brown, and Henry E. Roberts, Mt. Ararat Farms, Port Deposit, Maryland; Orlando Wotten, Shore Maid Ice Cream Company, Salisbury, Maryland; Julian F. Garber and C. E. Garber, Garber Ice Cream, Middletown, Maryland; Frank M. Dertzbaugh, Ebert Ice Cream Company, Frederick, Maryland; and Floyd C. Main, Main Ice Cream Company, Middletown, Maryland. Also attending were: Jesse B. Warner, Earl D. Warner, and Donald M. Warner of Warners of York County, Red Lion, Pennsylvania, one of the 33 franchised ice cream firms.

Others in attendance were: James S. Kennedy, buyer, William C. Stevenson, sales manager, and John L. Stein, advertising manager, all of American Stores Company, Baltimore.

# STYLE-MASTER FOUNTAINS IN DEBUT



**W**HAT is described as "a new concept of the modern soda fountain"—the changing of the external profile and surface appearance to afford increased utility—is incorporated in the "Style-Master" soda fountain, recently developed and unveiled by the Fischman Company, Philadelphia.

The entire "Style-Master" line is designed to provide a streamlined effect—a single flowing, continuous curve from top slab to base. According to a company spokesman, "a tremendous sum" in designing and tooling expenditure is involved.

Many new features are said to be featured in the new line. These include "Visi-Color" syrup flavor selection, "Visi-Gage" syrup pump adjustment, the Rapid-Kold System for soda and water, all stainless steel draft station, cold-wall refrigeration, and others.

The "Style-Master" workboard is designed to permit the "Sani-Cycle" dish cleansing method by which all cleansing operations are systemized within arms reach of the operator. This unit also includes a deep dish troughway for pre-cleansing, two-way "Utilispray" with both jet and spray adjustments, recessed control panel, simplified drainage system, add-a-shelf drainboard, and other innovations. (See top photo of the accompanying illustration.)

## Introduced at Show

The "Style-Master" bobtail combines the design features and the conveniences of both the creamer and workboard units, according to the manufacturer. (See bottom photo of the accompanying illustration.)

The new Fischman line had its debut during the 1950 Dairy Industries Exposition, held in Atlantic City, New Jersey, from October 16 to 21. Many of the 22,500 persons who toured the Convention Hall floor took advantage of the opportunity to "preview" the "Style-Master" units, according to a representative of the Fischman Company. Many favorable comments about appearance, convenience, utility, and sanitation were noted.

The Fischman Company is readying extensive sales expansion and promotional plans and is presently accepting applications for new distributor outlets in selected territories throughout the country.

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FISCHMAN COMPANY unveiled its 1951 line of "Style-Master" soda fountains during the 1950 Dairy Industries Exposition. The standard fountain (top) and the bobtail (bottom) are pictured at the left.

---



Lily\* deals a winning hand! Wonderful new pint-size containers you flush-fill straight to the brim and cap automatically with special capping attachment designed by Lily engineers. These extraordinarily versatile containers were specifically created to fill two important functions: ease of filling operations and promote sales.

## here's a straight flush!

Here at long last is a mechanically perfect container that can be flush-filled easily, speedily, automatically, with standard filling equipment. There is nothing else like it anywhere.

This container is not only newsworthy for its advancement in packaging design. It also spurs sales as many ice cream manufacturers throughout the country can testify. This is particularly true at the premium-type ice cream level.

Our production is in full swing . . . so tell us about your container requirements. We'll also send you samples and full information.



LILY-TULIP CUP CORPORATION  
122 East 42nd St., New York 17, N.Y.  
Chicago • Kansas City •  
Los Angeles • San Francisco •  
Seattle • Toronto, Canada

\*T.M. Reg. U.S. Pat. Off.

# New Horizons for Industry

BY ROBERT WISE

National Ice Cream Company  
East Boston, Massachusetts



MANAGEMENT must reconstruct its thinking to conform to new patterns of business statesmanship. New techniques are employed which contain approaches to existing problems which are radically different from earliest forms of management methods.

I. The historical approach contains an inkling of prospective developments. The ice and salt-horse and wagon days to modern production and distribution methods indicates that future accomplishments will be recorded in greater acceleration. The past, when industry was usually viewed as an opportunity for livelihood and a source of reward for effort, has given way to the realization that industry is essential to national security and prosperity. Conversely, therefore, industry is expected to secure and protect parties at interest against the vicissitudes of life. When industrial activities become indispensable to the public welfare, the administration of such an enterprise likewise becomes a permanent responsibility.

II. No longer is the aspect of the economic approach strictly scientific in nature. Fundamental economics are now tempered with social science. The lean depression years as well as the wars brought increased courage and confidence to management. There was discovered the hardiness of going businesses, as well as their flexibility and versatility, and finally, creativeness particularly in periods of demand. Witness the ingenuity of the dairy industry in new methods, packages and merchandising.

III. Research on every industrial activity carries administrative objectives far into the future. Research even into the illogical pattern of human behavior, both as groups and individuals, adds to the material available to the new type of thinking. Factories and offices have become, in a sense, social institutions with inherent social responsibilities. These changes have come about almost clandestinely; in fact, so quietly that this factor is most surprising. The final structure will reveal new concepts requiring new and more complex intellects to advance into greater horizons.

# EXCLUSIVE

A complete Manual and Guide Book on

## "SODA FOUNTAIN OPERATION"

by A. CHARLES DRAPER

Foremost Authority on Fountain Planning & Operation



### CONTENTS

#### I Layout Principles

Location—Traffic

#### II Volume

What Makes Volume

Secondary Sales

Fountains in Drugstores

#### III Menu

Suitable Menu—Pricing

Profits—Costs—Payroll

Soda Fountain Figures Defined

#### IV In-store location of Fountain

Soda Fountain Values

Equipment—How to Choose It

#### V Four Basic Functions

Soda—Food

Dishwashing—Customer Service

#### VI Approach to Layout

Layout Classified

Comparison of Fountain Types

★ **WHAT IS IT?**—75 pages of practical, tested methods to install and operate soda fountains. No theory, just plain experience and ideas currently in use to save labor, footsteps, time, and **MAKE MORE MONEY** at the soda fountain.

★ **HOW TO USE IT**—Read it yourself as a day to day guide to profits, management, customer service, and values in retailing. Then give it to your salesmen, give it to your retailers and best of all, give it to prospective retail accounts.

★ **WHY YOU NEED ONE**—This booklet can save you headaches and avoid mistakes for the retailers. It is well illustrated with charts and a breakdown of cost in operating various departments of drug and other retail stores.

★ **HOW TO GET COPY**—Never before published in book form, your copy is now available by using the coupon below and the special money saving offer. Only limited copies are being printed on this first press run. You may have extra copies at quantity discounts.

### SPECIAL OFFER

Now you can get copies of this valuable book at *Special Quantity Discounts*. You'll want copies for yourself, your salesmen, and your dealers. It will help you show your retailers how to get

greater gallonage and greater profits. This offer may be withdrawn when quantity of books is disposed of. Order now as many books as you need at these special low rates.

CLIP AND MAIL TODAY — LIMITED QUANTITY AVAILABLE

### QUANTITY DISCOUNTS

1-4 copies ..... \$1.00 each

5-9 copies ..... .85 "

10-24 copies ..... .75 "

25 up ..... .50 "



#### We Want to Use Your Book!

Please send us \_\_\_\_\_ copies of your new 75 page book, "Soda Fountain Operation," at the Special Quantity Discounts shown. Check is enclosed.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZONE \_\_\_\_\_

MAIL TO ICE CREAM FIELD, 19 W. 44TH ST., N. Y. 18, N. Y.

## Lion's Share

—from page 29—

sistent increases in sales over the state industry average." Mr. Hynes cited four factors in a summary as to how the McDonald Company achieved these sales successes month after month:

(1) 50 per cent sales increases came from *new accounts*. These were secured through the aid of the Quality Checkd Sales Manual detailing and illustrating the benefits of round-the-calendar Quality Checkd advertising, display and merchandising plan.

(2) Another 25 per cent is attributed to an aggressive *store improvement program* initiated by the McDonald Company. This program is devoted to modernizing and standardizing backbars, store layouts and new cabinet placements. The project created considerable dealer enthusiasm and support in promoting monthly Quality Checkd specials.

(3) The remaining 25 per cent came from increase in volume of regular accounts through use of Quality Checkd merchandising materials.

(4) Support of all the foregoing by sales force enthusiasm generated by the monthly change-of-pace resulting from the Quality Checkd program.

### Sales Set-Up

The sales department is headed, of course, by Mr. Hynes. His function is to oversee the entire ice cream selling and manufacturing operation, and also to solicit new accounts.

Under Mr. Hynes' supervision, one salesman works full time. This salesman is given an assistant at the beginning of each month to place point-of-purchase material in all stops and see that it is kept displayed.

Four driver-salesmen compose the delivery operation which covers all of Genesee County and parts of Chiawasse and Oakland Counties, Michigan. Their function is strictly that of delivery and keeping cabinets stocked with all flavors. Because of heavy route loads, they have no part in placing or maintaining point-of-purchase material.

New business is solicited exclusively by the Manager

and full-time salesman. About 30 per cent of their time is devoted to developing new accounts, and about 70 per cent working with regular accounts. The plan followed is that outlined in the Quality Checkd monthly program. This program is the basis for the following regular account contact procedures:

(1) Full-time salesman and assistant visit each account at least once a month, and large accounts at least twice a month.

(2) Over-wire, backbar and window display material is placed in ALL stops by these men at the beginning of each month while riding the routes with driver-salesmen.

(3) On each successive visit an attempt is made to do something constructive to help the dealer improve his business—to help increase volume and profits—and to cement good dealer relations.

(4) The full-time salesman is completely responsible for thorough merchandising coverage of all accounts.

(5) Regular sales sessions including the Manager, full-time salesman and assistant, and all driver-salesmen, are held at the beginning of each month to demonstrate and create enthusiasm for the new flavor and feature of the month. In addition, occasional "pep" sessions are called by the Manager as occasion arises.

(6) A number of devices are employed to provide uniformity in the Quality Checkd store identification program. These include:

- (a) Use of Quality Checkd approved neon signs
- (b) Use of window valances
- (c) Outside painted store signs
- (d) Standard backbar design

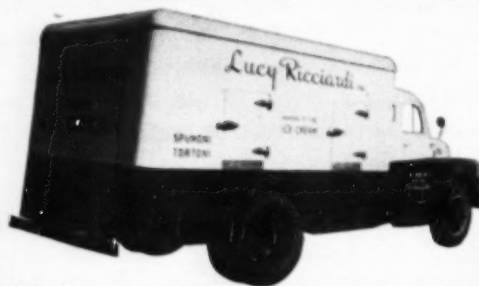
### Consumer Advertising

The McDonald Company supports all the foregoing contact efforts with a constant barrage of consumer advertising. This includes:

*Newspaper Advertising:* McDonald-Quality Checkd ads high-spotting the monthly flavor and special feature are run an average of four times per month in two leading Flint newspapers.

*Radio Spots:* Several spot announcements on the monthly flavor and feature are broadcast each day, five days a week, over Flint radio stations.

## You Make More Money With FRANKLIN REFRIGERATED BODIES



★ Made of Steel Electrically Welded for Strength and Lightweight.

★ Incorporate every known improvement which means the right design and the proper features for your needs.

★ Greater payloads at lower operating costs.

Write today for a quotation on your particular problem, whether it is a replacement or a fleet edition.

Get our prices before you buy!

**FRANKLIN**

**BODY & EQUIPMENT CORP.**

1042 DEAN STREET

BROOKLYN 16, N. Y.

Tel.: STerling 9-3400



# CHART OF SALES

Month	McDonald	Michigan Industry Average	McDonald % Above Industry Average
January	+19.0%	+ 1.0%	+18.0%
February	+10.6%	+ 6.9%	+ 3.7%
March	- 4.1%	- 4.7%	+ .06%
April	-12.7%	-19.1%	+ 6.4%
May	+ 2.3%	- .8%	+ 1.5%
June	+ 2.8%	- 4.6%	+ 7.4%

**Outdoor Advertising:** Six large painted boards are maintained, some of which are illuminated. The most elaborate is located at the city's busiest intersection. At this location a panel illustrating the new monthly flavor is changed each month. All these consumer advertising "hints" are coordinated each month with the posters and displays provided in McDonald dealer stores.

## Dealer Service

McDonald Dairy leaves no stone unturned in its dealer service relations.

Drivers provide frequent delivery service.

Drivers pass dealer comments on to management for follow-up action.

A courteous order department is maintained for both phone and over-the-counter orders *seven days a week*.

A service department for McDonald dealers is on constant call for repair of cabinets and fountain equipment.

A consultation staff is always available to dealers, to

recommend suitable store layouts, type and size of ice cream equipment, and development of an ice cream department.

Dealers are given instructions on effective fountain operation by actual demonstrations, and are trained by slide films prepared by the International Association of Ice Cream Manufacturers. Dealers have welcomed this training.

The IAICM *Ice Cream Merchandiser* is mailed to all accounts each month.

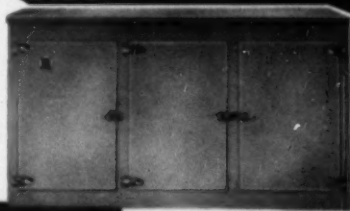
In concluding his summary of facts, Mr. Hynes declared: "Getting the lion's share of the ice cream business in any territory, against strongest competition is easy, provided you *work hard* at doing the *right things* to back up a *highest quality product*. The cost and effort are considerable, but we have found that they are more than compensated for in increased dealer and consumer good will—and what's *most important*—in *profitable sales*."

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FOR LARGER STORAGE  
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WRITE



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## Soft Ice Cream

from page 46

cream production. Much of this has gone to pop, candy, and other items, and this important portion that has gone to soft ice cream.

In spite of this steady decline shown on the figures available for ice cream production, I say to the constant question as to what is wrong with the ice cream business, that there is nothing wrong with the business. The figures tell only part of the story.

People are eating more ice cream today than they ever have. Ask people the question "Do you eat more ice cream now than you did a few years ago?" Ask it at community and social gatherings. Ask it at church . . . school . . . lodge. Almost without exception the answer is "Yes, indeed. We consume a lot more." The figures simply do not include soft ice cream production. Figures that do not show a normal ice cream consumption growth show a different picture when soft ice cream sales are added. Graphs made from such figures show a steady incline.

All evidence is clear that the industry is shifting towards soft ice cream products for bulk ice cream sales. The shift is by consumer and retailer preference. It is a very important shift. The picture is changing as definitely as the time the industry shifted from salt and ice to automatic refrigeration. (And the mix manufacturer is in the middle of this focus.)

### Two Basic Factors

Large volume sales of soft ice cream served directly from the freezer are the result of two basic factors. First: the ability to serve ice cream at popular prices, such as the old fashion nickel cone and other ice cream products at corresponding prices. A very important factor is that the retailer can sell at these prices with his normal and needed profit margins.

The second basic factor is that people like the taste of soft ice cream served direct from the freezer. That needs no explanation to ice cream and mix people. They too have always liked it fresh from the freezer, in their own plants.

Now let's take a close look at these factors. By agreement of practically the entire industry, the most flavorsome way to serve ice cream is to serve it in its soft form. The best soft served product is a low butterfat product. A low butterfat product can best be served directly from the freezer. A low butterfat product encourages greater milk products' consumption. From a nutrition standpoint, it appears to be a better balanced food than high butterfat ice creams. In their proportions, low butterfat protein and carbohydrates appear more closely approximating the ideal ratios for growth and health. People eat more because it is good to eat and it is good for them. They can eat what they want without that stuffed feeling from eating too much of a rich heavy product.

But the profit motive for retailers has done much to

establish soft ice cream records. It is very profitable for the operator to handle soft ice cream because the product cost is reduced by the need for less of the costly butterfat products. Serving soft ice cream direct from the freezer eliminates dipping shrinkage of the product the retailer sells and weight variations in the product the retailer buys. It brings normal portion-size control used by the retailer to an acceptable level for the products' cost. Serving directly from the freezer reduces ice cream handling labor. This is not only in requiring less help but it takes the hard work out of handling ice cream.

All of these profits—and they are all profits as compared to handling hard ice cream—make it possible for the retailer to advertise and promote soft ice cream sales. It gives the retailer incentive for doing it. It provides the funds for him to do a merchandising job.

### Sanitary Method

And it is more than all of this too. It is a more sanitary way of handling bulk ice cream because the product is kept in the protected inclosure of the machine prior to being dispensed. The public likes that and they have a right to like such a worthwhile improvement for the protection of their dairy products.

Of course all of this has cut into the bulk hard ice cream sales. Manufacturers of hard ice cream have attempted to stop this development in a variety of ways. Perhaps the most common method is to dust off old prohibitive legislation such as used when counter freezer competition first appeared. They are unaware that when they hurt the case of freezers used by the fountain, in the retail stores of their customers, that such legislation hurts them and gives protection to their real competition.

Here is what happens: Those laws which require separation of the freezer from the public have actually concentrated the sale of soft ice cream in the custard or specialty stand type of operation. It has forced their competition to take their product out into the open. It has really educated the public to prefer products served directly from the freezer. It has handicapped their usual retail customers by preventing them from using the advantages of soft ice cream.

The loss of any appreciable business to the specialty ice cream stand often puts the retail hard ice cream outlet on the spot. They are already operating on little if any margin of profit. If it does not put them out of business, it makes it almost impossible to hold their interest in actually merchandising any ice cream. It may be a benefit to the dairy supplying mix to the specialty stand. But beware: the large concentrated volume of the specialty stand puts that stand in a good bargaining position with their mix supplier. I know of accounts that found it profitable to shift suppliers for 2 or 3¢ price variation. We all know the old story of the dangers of concentrating our business with a few customers.

Some ice cream manufacturers have attempted to regain this lost business and control the situation by opening their own specialty stores. This has made them competitors to

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their own retail outlets for hard ice cream. Sooner or later, competition wastes no time in educating these manufacturers' other customers, as to what their supplier is doing. It is the same bitter experience the industry went through during the double-dip days. Some manufacturers lost retail outlets who found their own suppliers turning against them. In addition to that, the large ice cream manufacturers are unable to run their own retail stops or specialty stands successfully. They are in the manufacturing business and they can't compete with 24-hour-per-day personal attention of an owner-operator. They must have the services of a manager to run the retail store. This requires lots of expensive and hard to get supervision. They have to train those managers to be successful, and as soon as one gets good enough, he goes into business for himself.

We find that hard ice cream companies can best meet their competition by absorbing the advantage of soft ice cream made from mix. They can profitably make it a partner by encouraging their retail outlet to put in their own fountain freezers. It will allow the account to meet soft ice cream competition with the advantages of soft ice cream. This will make it possible for them to successfully compete with the specialty stand.

There are many records of the established ice cream retailer who steadily takes business away from the specialty store by getting into the soft ice cream business. They have the profit to promote and initiative to push ice cream . . . all ice cream . . . bulk . . . soft . . . package . . . take home. Those retailers are the customers of the mix supplier for their soft ice cream, they are retail outlets for the factory-packed take-home product, because the factory can produce such a product much better than anyone else.

Actually, an ever increasing amount of the bulk ice cream business is being dispensed through a fountain freezer. The ice cream companies are already shifting their business to the package ice cream field.

Obviously marketing operations have to be overhauled if manufacturers are going to hang on to their ice cream accounts. Some are going to lose or abandon the market for on-premises consumption of ice cream. They often find their markets in the chain food stores which have shown great gains in ice cream sales in the past ten years. I hope

that those who do shift to these fields, do not forget the chain stores are close buyers, who operate their own plants when volume permits. They have a record of reducing their suppliers' operations to an acceptable minimum, or cutting off their purchasing overnight. The best security is a diversified group of steady customers. That applies to all kinds of business.

How does this shift in the industry affect you as a mix supplier? Well—there will be a lot more people going into the mix business in the next few years. Those whose ice cream production is a small portion of their overall business have already turned into the mix business. Almost all ice cream companies are supplying mix to their retail outlets who have freezers, along with package ice cream. But at this moment, their first interest is hard ice cream and not mix. The door of opportunity is presently open to those who make mix their first interest. As an already established supplier, you have a rare opportunity to assure your future in the industry.

By all means, take advantage of the specialty stands with their large volume mix requirements. But don't forget the large and small bulk hard ice cream account . . . the fountain, drive-in, or restaurant operator. All of these can use a soft ice cream freezer and become a mix account. The volume may not be large per store, but it is steady, and the aggregate is very sizable. That store owner depends on his dairy products supplier to give him a square deal on his mix supply. And when he gets it, he will rarely change to a new supplier. He won't get it from anyone whose first interest is hard ice cream. Make soft ice cream your first interest. It is the bulk ice cream business of the future.

Now I have told you the advantages of soft ice cream. But I want to tell you about some of the weak points in the soft ice cream business.

First of all, most operators urgently need marketing aids keyed to the sale of soft ice cream. They need point-of-sale material similar to that which the hard ice cream people furnish their retail outlets. Equipment and mix manufacturers must organize a service where individual stores can obtain displays keyed to soft ice cream. We must demand such material be made available from the people who sup-

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ply these items for the usual hard ice cream displays. You, as a mix supplier, have an opportunity to reach the soft ice cream retailers who need these materials, because you are in almost daily contact with them. Such service is invaluable. Individual operators have no opportunity to buy this kind of material themselves except as an organized group.

The need of a uniform mix is one of the most important factors to the retail store owner. Retail operators will never know how to adjust their freezing techniques to cope with changes in mix, which is a common practice with plant freezer men. It is hard enough to teach them to do it just one way. When mix changes occur which affect freezer conditions, retailers are lost. It is also important to have a mix made especially for soft ice cream. Many companies make mix that is fine for hard ice cream, but it is not at all suitable for the best soft ice cream. You, as a mix supplier, can see that your customers have the proper mix if you will take the trouble to do it.

Mix should preferably be supplied in small packages. From a sanitation standpoint, as well as being convenient to use, mix supplied in single service paper containers is ideal. And it is not at all beyond reach of most mix suppliers. In any event, bottles or containers, or small cans should be used which the operator can easily handle.

Remember—the largest market in the future is with the stores which are small, with limited facilities, with employees who can only handle mix as they are now handling

milk. It is to your advantage to make it as easy as possible for them to use your mix.

We must see that the store owner serves a uniform product in stiffness and size of serving. If he receives a good quality standard mix from his supplier, it is only a matter of educating him to serve the product stiff enough and to use the proper size serving.

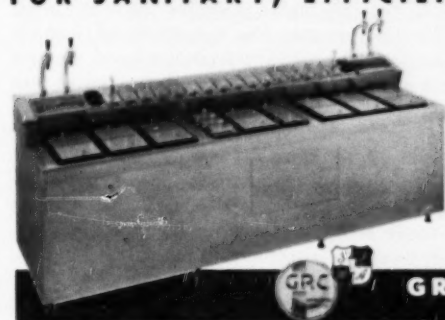
It is obvious there are innumerable other things mix suppliers and equipment manufacturers can do for the retail store owners to strengthen their position of mutual help and confidence. A customer who is in business is the only kind we can sell to. There are many small but important things we can do to help him stay in business and make a success. It is to our specific interest to help him. We must use our organization to keep our customer in business in order to keep ourselves in business.

Now let me consider a few things that are holding back the sale of soft ice cream.

First of all, the hard ice cream industry has done a beautiful job of aggressive selling of their hard ice cream products. The competition of this selling job is really felt. In every conceivable location they push hard ice cream by posters, backbar banners, color advertisements, tie-in ad work, billboards and numerous other ways. They keep their story constantly before the people. The soft ice cream people can't do all of this, but as I mentioned earlier, it can supply the needed point of sale advertising materials.

Soft ice cream has so many natural advantages that we

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tend to lean on those natural advantages. We must also make the public aware of our products. We must supply these point-of-sale materials.

One of the blocks to the use of soft ice cream freezers in retail stores is unfair legal restrictions. They have held back soft ice cream sales in the established retail store in a number of areas. Through a program of education with industry as well as cooperation with the health and agriculture authorities, this situation is rapidly changing. Where it has been necessary to compete with the outside pressure for support of these restrictive legislative actions, results are almost 100 per cent successful whenever it has been properly contested. I feel sure satisfactory progress is underway to cope with this problem now, but we must keep after this situation.

And one other thing which is important to our industry. There are a few owners who neglect to keep their equipment clean, or handle their dairy products carefully, just like all the food handling equipment they have. Our company, for an example, makes a practice of having bacteria checks made on products served from freezers in retail stores, as well as products that are dipped from hard ice cream supplied by hard ice cream manufacturers. Occasionally we find that improperly cleaned equipment has been responsible for a bad bacteria count. Now this is simply a matter of educating the store owner to thoroughly clean his equipment every day.

#### The Future

Now I would like to mention a new and important factor which although not directly related to soft ice cream, is very definitely in the future of the mix supplier. It is the making of malts and milk shakes from a prepared base made of part milk and part mix. Mix manufacturers are developing some wonderful business on this product called modified milk shake base. One equipment manufacturer is already producing a special machine for making malts and milk shakes alone, one that cannot be used for making soft ice cream.

Development of this business is very important to the mix manufacturer. It represents a large portion of bulk hard ice cream business. A mix supplier has a greatly increased potential market for this volume item, and can really help his customers by giving them a uniform mix designed for this job. Milk shakes and malts served in this way are not only highly profitable but reduce retail prices. They help to meet the competition of fountain and bottle soft drinks which have taken a lot of the hard ice cream market. If you are not already acquainted with this market you should look into it.

Well, it's evident that the future of the mix supplier never looked brighter. What lies over the horizon depends on you. As a mix supplier you are an integral part of all of this program. Let's face in the right direction and get both feet on the soft ice cream bandwagon now. It is one of the most important factors in your future.

This article is based on a talk given during the recent convention of the National Ice Cream Mix Association, held in Atlantic City, New Jersey.

## Automatic Vending

from page 24

sales. For one thing, few ice cream sales are made during morning "break" periods, when workers seek a post-breakfast snack. At lunchtime, milk sells primarily as a beverage to accompany sandwiches, while ice cream tallies about 25 per cent of its daily volume as a desert item during this meal hour, competing for coins primarily with the selection of pie and pastry offered in the Cake-O-Mat vendor. Some workers do purchase both cake and ice cream as a luncheon desert, though this a la mode combination is more popular in the afternoon, when employees want a mid-day "pick-up" refreshment. In most industrial sites where Automatic Food Service has placed equipment, better than 70 per cent of the ice cream machine's sales are registered after 2 P. M.

Though plant population has often been used as a rule-of-the-thumb to indicate possible vendor volume, this concern has learned that a site's hours of operation; location temperature; type of work performed; workers' economic level; etc., are often more accurate guideposts to potential sales. Emphasizing this point, Mr. Sharenow observed that some of the firm's stops with 125 employees generate more ice cream business than plants in the same area with twice that number of workers.

There are a number of stops where only ice cream vendors are operated, as these locations, for one reason or another, have been unsuited to other types of food dispensers. In this category are such stops as some office buildings, parochial and private schools, YMCA's and boys' clubs, etc. Automatic Ice Cream Service has also installed equipment in a couple of neighborhood movie houses to obtain concrete operating data, prior to expanding into circuit-wide theatre ventures. Weekly sales of 500 bars are about average, though a showing of such juvenile film fare as "Treasure Island," which brought out a large number of youngsters, hiked one week's vendor total to 800 units. In contrast to industrial stops, cinemas operate on a 7-day schedule, while 70 per cent of the ice cream volume is tallied over the weekend.

Other spots being pioneered by this firm, in an effort to determine the public's reaction to ice cream vending in new locales, include a gas station and a supermarket. The service station, fronting on a main highway, hit weekly totals of around 400 bars during summer months, pulling patronage from motorists who stopped for gas, spotted the ColSnac, and then bought ice cream on the spur-of-the-moment. Placed out-of-doors, this unit was protected from sudden rainstorm by a canopy. Mr. Sharenow views this type of stop as a warm weather site to which equipment may be shifted annually from such wintertime outlets as schools, bowling alleys, etc., where volume drops off when the public begins its summer exodus outdoors.

In another merchandising test, a machine has been spotted in a moderate-sized supermarket. This outlet is open



an improved product that can improve  
your **BLACK RASPBERRY** ice cream!

Special fruit treated and prepared to accentuate the flavor . . . in addition to providing a plentiful amount of fruit for your ice cream. One quart to five gallons of mix insures a finished product of excellent flavor and color . . . a black raspberry that captures imaginations and dollars!

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6 days a week, and weekly volume has been averaging 330 bars. Many of the shoppers bring their children along to the store, and here again it's purchases for the youngsters that account for the bulk of this vendor's "plus" ice cream volume.

Taking into consideration such time-consuming factors as the distance between vending stops, local traffic, and parking conditions, Mr. Sharenow has found that a routeman can service from 20 to 25 ice cream vendors daily. These machines hold 100 bars ready for vending, and stock another 100 in a storage compartment. In some stops, where the machine sells out daily, the company's other servicemen (who must visit the outlet to check on the next day's needs for sandwich, cake, and milk machines) are assigned to re-stock the ice cream vendor from its reserve supply, if necessary.

Summing up his concern's experiences in this field, Mr. Sharenow believes that ice cream vending will play an ever-increasing role, and a profitable one, as an on-the-job food service feature. For, as the defense program steps up industrial activity, in-plant feeding its growing importance as a workers' morale builder. And whether it's to provide the dessert course in the automatic merchandisers' menu, or just a pick-up snack that supplies the needed energy to offset mid-shift fatigue, the ice cream vendor is helping Automatic Food Service fill the bill-of-fare.

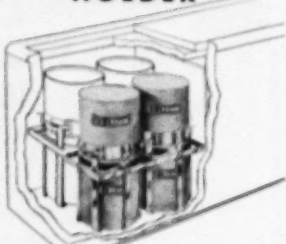
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## A Job To Do

from page 38

nurses, teachers, club leaders, food editors, who exert a tremendous influence on the food buying habits of the nation, are ready and willing to push and promote the essentiality and use of milk and milk products, PROVIDED the dairy industry gives them the reasons why.

These reasons can come only from scientific research. They must be transplanted and interpreted into convincing language, and put into printed or visual form for use by these leaders,—technical tools for professional use; teaching materials for the classrooms of America; food photographs and recipes for the press, radio and television; movie films for consumer groups; exhibits and displays for national conventions; advertising for professional and educational journals.

The doors are wide open for the dairy industry. Doors that lead to greater sales and a greater public understanding. Doors that are being opened to many competitive products, where other industries are alert to the value of product research and education, and realize and appreciate the vital force behind leader influence.

The dairy industry has all this and more in the National Dairy Council, with more than 35 years of proven experience in research and education. In the work of the Dairy Council, the dairy industry is the envy of every food industry in the country. We can easily lose this advantage, however, along with the priceless support of hundreds of thousands of "influence" leaders by expecting too much for too little.

The National Dairy Council needs an increased budget in order to do this vital job for the dairy industry. No business or organization can operate today on a pre-war budget such as the Dairy Council has been doing. A group of men, from the NDC Board of Directors, representing all segments of the dairy industry, and realizing the immediate need for more Dairy Council promotion, are now at work raising a modest budget from producers, processors and handlers, machinery and supply manufacturers and jobbers. There is no question of the urgent need for the vital work which these funds will provide. Neither is there any question as to the ability of the National Dairy Council to do the job. It is simply a question of getting every man in the dairy industry to do his part.

I repeat once more, the job is "bigger than both of us." It's a job that must be done. It can be done, and will be done by the National Dairy Council if you will add your investment to the "kitty," and send in your membership application when it comes to your desk. As a sound, essential business investment, I urge and recommend your support of the National Dairy Council program. Our own company has found it a good investment for more than 30 years.



## Chocolate Ice Cream

—from page 56—

introduced to a full-flavored chocolate ice cream grow to like it and become repeaters. It has been my observation that where the most chocolate ice cream is sold, is where the chocolate ice cream is the strongest in flavor.

### Chocolate Liquor

Chocolate liquors are more uniform from a taste standpoint for use in ice cream than are cocoas. In experimental trials with eight different chocolate liquors there wasn't too much to choose between the various kinds. This is to be expected since a wider selection is available, and they represent a further refinement in processing and offer more chance for variations. The chocolate liquors were used in the ice cream at the rate of  $5\frac{1}{2}$  per cent with 18 per cent sugar. This results in a strong chocolate flavor but served the purpose of bringing out any existing differences. Other companies have used it at the  $4\frac{1}{2}$  per cent level with success.

### Chocolate Flavorings (Blends)

Chocolate blends containing 35-40 per cent cocoa fat are being sold for use in ice cream to substitute one product for two where cocoa and chocolate liquor are being used in chocolate ice cream mixes. They have the convenience of using only one product instead of two so far as inventory and handling are concerned. In trying a number of these flavorings or blends I have been unable to find one which matches cocoa and chocolate liquor as a source of chocolate for ice cream. Whether the extra convenience in handling more than makes up for the slight difference in flavor is up to the individual plants to decide.

### Chocolate Syrups

Chocolate syrups are available on the market, and for the small ice cream manufacturer they may represent the best practical approach to making chocolate ice cream. However, many of these syrups contain added flavoring ingredients, such as vanillin, and do not give a true chocolate flavor; also, the color is oftentimes light in the ice cream.

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## What Flavor!

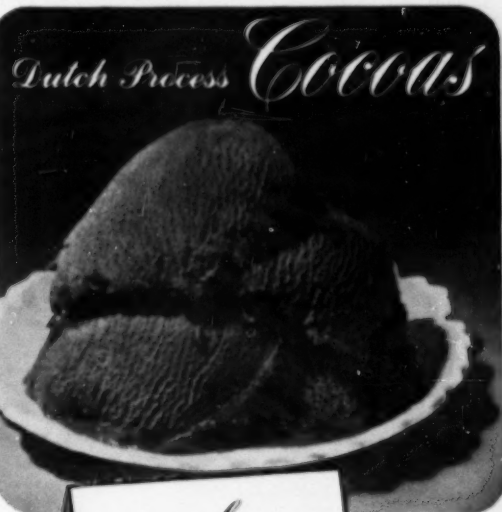


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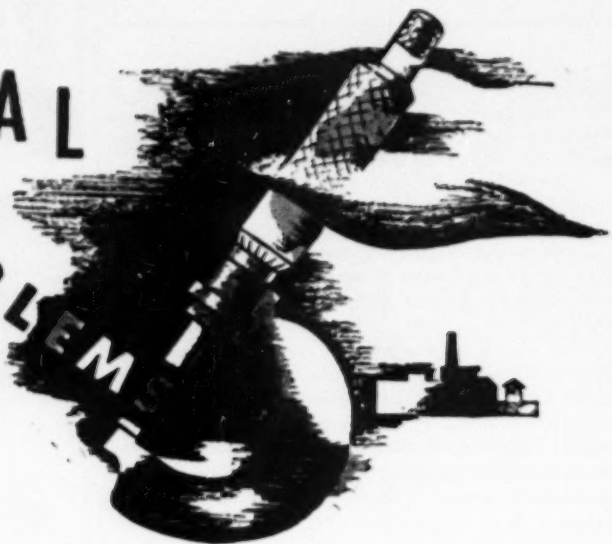


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AMBROSIA CHOCOLATE COMPANY • MILWAUKEE

# TECHNICAL PROBLEM



By DR. C. D. DAHLE  
Technical Editor, Ice Cream Field

## Re-figuring Formula?

We are herewith submitting our ice cream formula and would appreciate it very much if you would suggest a formula for us to use.

We would be able to get sweet cream to use in our mix instead of butter, if this would help any and also some condensed milk.

Our formula is as follows:

14 per cent mix	
Butter	14.0
Milk	66.8
Dry Skim	4.65
Sugar	14.0
Gelatin	0.25
Dry egg yolk	0.30
	100.00

## Answer

I find that the composition of your mix is:

14.01% Fat
11.26% Serum Solids
14.00% Sugar
.25% Gelatin
.30% Egg Yolk
39.82%

With the above formula in mind, I have refigured with 40% cream and condensed skim milk and you will find this mix listed below:

31.30% 40% cream
14.15% 4% milk
19.80% condensed skim milk
14.0% sugar
0.3% dried egg yolk
.25% gelatin
100.00%

## Information on Diabetic Product?

We have had quite a few requests for dietetic ice cream for use by diabetics, and I have never been able to find a satisfactory formula that can be used in plant practice. If you have anything available, or know where I can find any information on this subject, I would appreciate your letting me know, so that I can experiment along those lines.

## Answer

There seems to be quite an interest in diabetic ice cream most of the time and of course one must consult his own state's requirements and laws to see whether or not certain sugar substitutes can be used. As a rule saccharin is used for the sweetening but of course this does not give any solids. Therefore diabetic ice cream lacks solids and for the most part has a rather poor body and texture. One way to get the extra solids now is to use a certain amount of sorbitol. This adds solids and sweetness but does not add enough sweetness so that one can do without saccharin.

Recently a new sugar substitute has come on the market known as sucaryl. This material is not nearly as sweet as saccharin. It has its limitations, however.

Making diabetic ice cream, one leaves out as much milk sugar as possible and to get the body to the ice cream it would be a good idea to step up the solids by using one of the sodium or calcium caseinate products. This would be a good body builder and at the same time would not be adding any lactose.

If you wish to write to the Department of Food Technology, University of Illinois, Urbana, Illinois, I am sure they would send you a reprint on some work recently done at that institution on diabetic ice cream. This pamphlet would also contain some formulas.

Diabetic ice cream must also be labeled properly and the caloric content listed, also the amount of sugar, etc., present should be listed. The first thing you should do of course is to consult the Health Department of your state and see if it is legal to make diabetic ice cream. Some states will not permit it.

Because of the low sugar content, you may have difficulty in freezing the ice cream because it will have such a high freezing point. Therefore glycerine has been used in the past to add bulk and some sweetness of course, and also to take care of the freezing point of the product.

Sorbitol as a sweetener takes care of some of the freezing point difficulties and also adds a definite amount of sweetness.

## Algebraic Problems?

At the present time the company is purchasing about all of their cream and skim condensed from a dairy. They have in mind the idea of having the cream and condensed combined in a recommended proportion at the creamery and then having this shipped in to our plant in a tank truck. We would place it in a storage tank and would draw a specified amount of this mixture for each batch of mix, using a meter in the line. This would provide a major part of the fat and solids for the batch and eliminate the use of so many 10 gallon cans.

At the present time we are making four different kinds of ice cream mix. Now my problem is to determine the best proportion of the ingredients that should be mixed together. And then I have to determine the amount of 40% cream and 28 skim condensed that I should add to a given amount of this mixture in order to secure the desired results.

This seems to me to be a problem in the Algebraic method. If such is the case, I not only have forgotten the method but cannot find my notes which covered this method. Perhaps you could tell me how to start figuring this matter out.

### Answer

I think you are going to find quite a saving in mix making by doing what you propose. I do not know what the composition happens to be of the mix that you are now using, but I would say that in getting the mix made up at the country plant you should select the composition of the mix which you have made in the largest volume. I assume that of the four mixes you are making that there will be one which would be your standard mix and I suggest that this one be the one mix to start with in the country.

Let us assume that this mix tests 12% fat, 11% SNF, 15% sugar, and 0.3 stabilizer. You would then have a mix made up having the same ratio of fat to SNF, and since this mix would not contain any sugar and stabilizer, the composition of this particular blend then would be 14.17% fat, 13.1% serum solids. This would be a mix then of only 27.27% total solids and I would suggest that you make up the mix to a concentration about twice this much or one having a composition of 28.3% and 26.2% SNF. This would give you a very heavy concentration which I still believe you could pump quite satisfactorily inasmuch as it will not have been homogenized in the country.

This then could be used to make the other four mixes. Naturally to reconstitute to other compositions you will have to add water. And, what water you will add, of course, would be saved from hauling in the form of mix from the country.

I am sending to you at this time methods for calculating the new mixes from the concentrated blend which you will receive from the country. If you have difficulty in figuring these out, please get in touch with me again.

## 15 Per Cent Mix?

We now purchase our mix (12.0% butterfat) and would like to increase this to about 10%. How much 40% cream should we add to five gallons of mix? We do not have any equipment for homogenizing. Will this do any harm?

### Answer

You can raise the butterfat content of your mix up to 15% by adding 40% cream but this at the same time dilutes the stabilizer, sugar, and other solids in the ice cream mix. To bring up the fat content to 15% you would have to add about 10 lbs. of 40% cream for each 100 lbs. of mix. This would be about a ten per cent dilution of all the products that you have in the mix such as sugar, stabilizer, etc.

With the additional fat content I don't believe it would make any difference on the stabilizer and this matter of dilution would not be too serious.

I would definitely use homogenized cream for this dilution or standardization work. If it is not homogenized then you may have difficulty in the product churning. I don't know if you would be able to get homogenized cream to use. Very few homogenize 40% cream.

A better method, of course, would be for you to purchase a 15% mix already assembled.

## Sherbet Base for Malted?

We are interested in a sherbet base for malteds. We would like a formula using skim milk, sweetened condensed, also with just regular condensed skim, and one using powdered skim.

### Answer

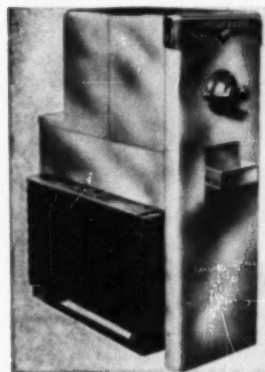
In your letter you asked for a sherbet base for malteds. Do you actually mean a sherbet or an ice milk base? A sherbet base for malteds would not be particularly good because of the low milk solids content. The sugar content also of sherbets is quite high. I believe for the most part an ice milk formula would be more suitable for your malteds.

Kindly let me know at your earliest whether you wish a sherbet base or an ice milk base. Also I am assuming that in your state these products are legal to be used in malteds. There are quite a number of states which do not permit the sale and use of ice milk in any form.

Since sherbets contain only about 5% milk solids as a rule, I believe that perhaps the ice milk is what you are mainly interested in.

A formula for ice milk would contain somewhere in the neighborhood of 4-6% butterfat, 12-13% serum solids, around 15% sugar, and stabilizer.

I will be glad to figure you formulas if you let me know just what you want.



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It can also be used as a continuous freezer to make special flavors of ice cream or custard for your cabinet during dull periods without change.

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## Improving Custard?

I am making a frozen custard out of 10 per cent ice cream mix purchased from the dairy. Is it possible to add egg to this or improve it in any way?

### Answer

I find that you wish to increase the egg yolk content of a 10 per cent ice cream mix to make a custard. This can be done by adding a custard solution as follows:

3.25 lbs. dried egg yolk

5.00 lbs. sugar

1.00 qt. condensed skim

Water to make 2.5 gallons. Heat to 145° F.

Cool and add 4.75 lbs. or about 2.1 qt. to 4.5 gal of mix.

I don't know what your laws are in Indiana pertaining to custard. This of course will drop the fat content of your ten per cent mix, and it might not conform to custard regulations. I believe the amount of egg yolk added, however, will conform with practically any regulation in this country. This will make an excellent custard or French ice cream.

## Brine Solution?

We have consulted an engineering company about a solution to fill brine cartridges and they have recommended you to us.

We desire information as to the formula and the components to use to prepare this solution most efficiently for the conservation of ice cream.

### Answer

There are not so many users in this country now of what we call the brine pads for refrigerating ice cream. These pads were used

Address your technical questions to Dr. C. D. Dahle,  
% Ice Cream Field, 19 W.  
44 St., New York 18, N. Y.



to a great extent a number of years ago, but at the present time have given way to dry ice and mechanical refrigeration.

The brine pads consisted of a solution usually of sodium chloride and barium chloride. A composition similar to this has been used—12 lbs. sodium chloride, 12 lbs. barium chloride, 76 lbs. of water. This makes a strong brine having a low freezing point.


## Formula Problems?

Will you please give us a formula on a 10 and 11% ice cream mix using 40% cream, dry skim and skimmed milk. We are using a butter testing 81% butterfat. I would like to keep the total solids as high as possible. Will you give me the same formula using 50% butter and also 75% butter.

### Answer

Below you will find listed 6 mixes such as you desired in your recent letter. In the 10% mixes, I have included 12% serum solids. In the 11% mixes, I have included 11.5% serum solids. While the 12% serum solids mix may be in danger of sandiness, I trust that you will take care of this danger by setting your cabinets low enough to keep the ice cream in good firm condition at all times.

10% Fat Mix		11% Fat Mix	
(1)		(1)	
40% Cream	25.00 lbs.	40% Cream	27.50 lbs.
Dry Skim	6.10 lbs.	Dry Skim	5.60 lbs.
Skimmilk	53.50 lbs.	Skimmilk	51.5 lbs.
Sugar	15.00 lbs.	Sugar	15.00 lbs.
Stabilizer	0.40 lbs.	Stabilizer	0.40 lbs.
	100.00 lbs.		100.00 lbs.
(2)		(2)	
Butter	6.2 lbs.	Butter	6.80 lbs.
Cream	12.5 lbs.	Cream	13.75 lbs.
Dry Skim	6.2 lbs.	Dry Skim	5.70 lbs.
Skimmilk	59.7 lbs.	Skimmilk	58.35 lbs.
Sugar	15.0 lbs.	Sugar	15.00 lbs.
Stabilizer	0.4 lbs.	Stabilizer	0.40 lbs.
	100.0 lbs.		100.00 lbs.
(3)		(3)	
Butter	9.25 lbs.	Butter	10.2 lbs.
Cream	6.25 lbs.	Cream	11.85 lbs.
Dry Skim	6.10 lbs.	Dry Skim	5.60 lbs.
Skimmilk	61.00 lbs.	Skimmilk	54.95 lbs.
Sugar	15.00 lbs.	Sugar	15.00 lbs.
Stabilizer	0.40 lbs.	Stabilizer	0.40 lbs.
	100.00 lbs.		100.00 lbs.




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## Dairy Council Conclave Set for January 30-31

**B**BLUEPRINT for plotting a sales promotion-public relations course in 1951 is on the agenda for dairy industry leaders attending the annual meeting of the National Dairy Council on January 30 and 31, at the Hotel President, in Kansas City, Missouri.

Two of the nation's outstanding speakers in the fields of economics and marketing have been scheduled by the Program Committee, under the general chairmanship of Milton Hult, President of NDC, and Co-chairman, William C. Eckles, President of the Board of Directors of the Dairy Council of Greater Kansas City.

Dr. Edwin G. Nourse, known internationally as the first Chairman of the Council of Economic Advisers in the Executive Office of the President of the United States, will serve as the keynote speaker on the topic, "Business Outlook for 1951." Arno H. Johnson, Vice-President and Director of Media and Marketing, J. Walter Thompson Company, New York, will climax the two-day session on the subject, "Marketing Opportunities in 1951." Both speakers will key their thinking along channels which tie in with the annual meeting theme, "Planning for the Job Ahead." Delegates will get down-to-earth helps on how to develop their own sales programs in the next twelve months.

Dr. Nourse was invited to become the first Chairman of the Council of Economic Advisers in the Executive Office of the President when the employment Act of 1946 was passed. He served in this capacity under President Truman from August, 1946 to November, 1949. For his services he was awarded a Senior Fellowship by the Guggenheim Memorial Foundation in 1950.

Mr. Johnson is Vice President and Director of Media and Research for one of the nation's leading advertising agencies. Following several years as Research Supervisor at the Harvard Bureau of Business Research, he joined the J. Walter Thompson Company where over the last twenty-four years he has served in its New York, Montreal, and London, England, offices directing market research.

Other significant program highlights concern a panel discussion dealing with "Trends That Will Influence Sales" to be han-

dled by five nationally known dairy industry executives. They will cover factors which may play significant roles in marketing and selling butter, cheese, ice cream and milk in 1951.

The National Dairy Council is preparing presentations to show how the Dairy Council program conditions the market for sales, and how its materials provide sales power for dairy plants in their own advertising, sales promotion and public relations campaigns.

The Program Committee reportedly has spent considerable time taking into account the many problems which appear to be on the horizon in planning the program. It was particularly conscious of the fact that war clouds may have a significant bearing on the operations of the dairy industry during the next twelve months, particularly as related to sales promotion and public relations.

### ADA Meeting Stresses Sales

A galaxy of selling events for dairy foods in the months ahead . . . a mobilization of farm forces backing the 60-day ADA Set-Aside for expanded advertising in 1951 . . . a rally of more than 400 midwest dairymen roused to greater self-help action on the market front . . . these were the highlights at the two-day executive session of the American Dairy Association in Des Moines, Iowa, November 9 and 10 as delegates representing dairy farmers of forty states producing 90 per cent of the nation's milk supply pushed vigorously into new and bigger campaigns keyed to the sale of dairy foods.

Ice cream will get the spotlight in February. Hard-hitting advertising will push the sales of cherry vanilla ice cream as ADA joins with the Ice Cream Institute and the International Association of Ice Cream Manufacturers in a nationwide campaign.

Tying in with the event will be the National Biscuit Company, the National Fig Institute and merchandising forces of the fig cookie industry. Cherry vanilla will be the ice cream flavor-of-the-month and will be pointed to such special occasions as Washington's Birthday, Valentine's Day and Lincoln's Birthday.

## DISA Program Approved

**R**EPRESENTATIVES of more than fifty dairy processing equipment manufacturing companies approved a program for establishing recognition among government officials of the essentiality of dairy processing equipment, at a significant meeting in Chicago November 8. Methods for developing constructive and productive collaboration between the dairy processing equipment industry and defense officials were also discussed.

The meeting was one phase of an extensive program planned by a Committee on Essentiality of Dairy Processing Equipment of Dairy Industries Supply Association. This committee in somewhat different form began work more than a year ago, its purposes to gather data and map pertinent programs for the dairy processing equipment industries should the nation find itself in another period of emergency.

Many vital segments of the industry are cooperating with the DISA committee in implementing its program.

"Our efforts are in the interest of all dairy processors, and of all consumers of milk and dairy products, not only in the interest of your immediate companies," DISA's President, K. L. Wallace, told the Chicago gathering.

H. P. Faust, chairman of the DISA Committee, presided. M. H. Brightman, Executive Secretary of The Dairy Industry Committee (which includes representatives of American Butter Institute, American Dry Milk Institute, Evaporated Milk Association, International Association of Ice Cream Manufacturers, Milk Industry Foundation, National Cheese Institute, and DISA), was a guest participant, as was W. D. Jordan, DISA former Vice-President.

## Parnes Heads New Yorkers

A meeting of the Ice Cream Supply Men's Club of Metropolitan New York was held December 5 at the Beekman Towers. This was the first meeting under the auspices of the organization's new officers. Recently elected were Ira Parnes, President; Morris Fuchs, First Vice President; Alex Brown, Second Vice President; John B. Goldhamer, Treasurer; Al Smith, Executive Secretary; and Ben Libowitz, Recording Secretary. Named to the Executive Committee were William Rabin, Julius Grissler, and Sumner Bates (all for two years), and Elie Cantor, George T. Tressider, and Milton Glaubman (all for one year). Robert G. Kenny, retiring President, was appointed Chairman of the Installation Party, to be held January 9.



GROUP PHOTO of the National Ice Cream Mix Association, taken at the annual convention in Atlantic City, New Jersey, on October 19. All officers were re-elected for an additional year. A. P. Zepp, Alma Dairy Products Association, Alma, Wisconsin, is President.

## Fountain Group Hears Snyder

**T**HE Soda Fountain Manufacturers Association held its Annual Meeting at the Hotel Sheraton, Chicago, on November 13 and 14.

Walter F. Snyder, Executive Director of the National Sanitation Foundation, was the principal speaker, his subject being the NSF Testing Laboratory which will soon be in operation.

The Laboratory will be in charge of W. D. Tiedeman, former official of the New York State Health Department and now on the staff of the School of Public Health, University of Michigan.

Mr. Snyder stated that the specifications covering the construction and installation of soda fountains, from a sanitation standpoint, had been approved by a Joint Committee, made up of representatives of six National groups of Sanitarians and by the NSF Committee of Consultants. The soda fountain industry would, therefore, be the first in position to avail itself of the facilities of the NSF Testing Laboratory.

Edward R. Johnston, legal counsel for the Association, and a prominent Chicago attorney, spoke on "Industry's Role in Our Present Economy."

The meeting approved a plan, presented by its Merchandising Committee, for the preparation and distribution of a booklet designed to assist prospective purchasers in their selection of soda fountain equipment. The booklet will contain an impartial and unprejudiced listing of the factors which a purchaser of a new soda fountain should take into consideration when investing in new equipment. It is contemplated that the booklet will be made available by early spring of 1951.

The following were elected as members of the Executive Committee: S. C. Knight, Chairman, Stanley Knight Corporation, Chicago; M. L. Finneburgh, Liquid Carbonic Corporation, Chicago; Edw. W. Fritz, Grand Rapids Cabinet Company, Grand Rapids, Michigan; L. N. Lucas, Bastian Blessing Company, Chicago; and A. H. Stanton, United-American Soda Fountain Corporation, Watertown, Massachusetts. Carl J. Palmer was re-elected as Executive Secretary.

## NARICM Elects Cincinnati

Cincinnati's Hotel Netherland-Plaza will be the scene of the 1951 convention of the National Association of Retail Ice Cream Manufacturers. The dates are from October 30 to November 1. Harry B. Burt, recently elected President of the organization, anticipates a record attendance.



PICTURED BY THE ICE CREAM FIELD man at the Dairy Industries Exposition in Atlantic City were (left to right):

FIRST ROW: Ridgway Kennedy, Jr., Abbotts Dairies, W. J. Fitzpatrick and William Howe of the W. J. Fitzpatrick Company; L. N. Johnson and P. G. Butz of Bowey's with Don Snyder and Nelson Haines of Harvin Ice Cream; Frank A. Phoenix of Richardson Corporation and Oliver Petran of Krim-Ko.

SECOND ROW: Bob Limpert of Limpert Bros.; Schaefer, Inc., Minneapolis, gave a party at the Neptune Inn for a group of National Dairy executives and other friends of the industry. Attending were Kenneth Stewart, Franklin Ice Cream, Ray Brainerd, Telling Ice Cream Company, Randy Merritt, R. K. Merritt Associates, Mrs. Marion Dunn, Chapman Dairy, G. E. Berres, Nash-Kalvinator Corporation, C. A. Rooney, Franklin Ice Cream,

Mrs. George Caspar, Telling Ice Cream, Francis Toohay of Schaefer, Mrs. C. A. Rooney, Emmett Dunn, Chapman Dairy, G. Caspar, Clarence Lesmer and L. S. Slaughter of Telling's, and I. C. Morgan of Chapman Dairy.

THIRD ROW: Eric Webster, Eastern Dairy Equipment, Charles Cacioppo, Grand View Dairies and Joseph Cacioppo, Arkport Dairies; Arthur Bruggemeier, Frozen Novelties, Inc., and Louis Kaleal, Checker Bar Ice Cream; H. P. Smith and C. A. Wood of Nordinard Corporation.

FOURTH ROW: Rex Paxton of Sutherland Paper; Robert L. Close, A. M. Bishoff and Edward P. Chigrow, all of Kalva Corp.; Irwin Grossman of Diced Cream Company, Edward and Herman Tenin of Tenin Ice Cream with Charles O. Sherman, center, of Phenix Soda Fountain Company.

FIFTH ROW: P. Farnoth of C. W. S. Dairy Equipment Co., England, with Norman Dearing, F. G. M. Emerson and J. A. Embleton of B. Young & Company of America; Wallace Williams, Northland Ice Cream Company, and William Rabin of Empire Biscuit; Philip M. Samuels and Howard A. Alincham of Acorn Sheet Metal Manufacturing Company; Sherman Little, Sr., and Frank Ahlsen of Weber Showcase.

SIXTH ROW: Weston Vogel and J. J. Swisher of Savage Arms Corporation; Harvey Swenson of Sweden Freezer Manufacturing Company; Don Carter of Nash-Kalvinator Corporation, Leo Overland of LeRoy Foods; Bert Silverman of Northwest Cone; E. R. Wiegman of Anheuser-Busch; Sid Crofts of Bateria Body; Miller Winston of Blank-Bear Extract; Jake Beck of Beck Vanilla and Sam Price of Chill-Ripe Fruits.

## 220 Attend Maryland Confab

Approximately 220 dairy industry men attended the Sixth Annual Dairy Technology Conference at the University of Maryland on November 8 and 9. The group was welcomed by Paul Nystrom, Assistant to the President of the University. Mr. Nystrom

stressed the value of conferences such as this one to the industry personnel in keeping them abreast of the important developments in technology, as well as maintaining a close relationship between industry and the University.

The program for the remainder of the morning was devoted to phases of ice cream production and sale.

Some of the newer developments in the methods of ice cream

production were given by E. H. Forster, Technical Staff, Cherry-Burrell Corporation, Chicago, Illinois. Due to the rising costs of labor and materials, Mr. Forster believes that the ice cream manufacturer must constantly analyze his production setup in an effort to increase his units per man hour, and in this way, be better fitted to meet competition at the sales level. He spoke of the extensive use of conveyors and the use of automatic equipment in filling and packaging operations.

J. C. Abbey, Chief Chemist, Foote and Jenks, Jackson, Michigan, brought up the importance of the flavor and the odor evaluation of vanilla for use in ice cream. Mr. Abbey displayed some of the chemical structures of many of the compounds found in vanilla flavoring. The use of chocolate and cocoa in flavoring milk and ice cream was discussed by R. A. Simonet, Manager, Field Service, Robert A. Johnston Company, Milwaukee, Wisconsin.

Dr. P. H. Tracy of the University of Illinois, presented a topic of timely interest whereby plant efficiency could be increased through the use of permanent sanitary pipe lines. Professor Tracy cited some recent research conducted at the University of Illinois in which a section of pipe line was installed for permanent use in the college creamery. Three different grits of polish for stainless steel, as well as glass lines, were used in this study. Different types of gaskets were also used. Over a period of several months' use, plate counts made throughout the operation, as well as before and after cleaning, showed no increase in bacteria count over the same type of pipe line dismantled daily for washing. Dr. Tracy stated that in studying three plants on a commercial operation, twenty per cent of their clean-up time was devoted to the care of the pipe lines. He believes that this condition presents a possibility for a considerable saving in the plant labor costs if a system of permanent pipe lines was to be installed.

A joint Banquet Meeting with the Maryland and District of Columbia Dairy Technology Society was held on the evening of November 9 at the University Dining Hall. At this time the Society presented \$500 in Scholarship Awards to three dairy technology students displaying outstanding scholarship and leadership ability, as well as exhibiting a true interest in the field of dairy technology. The 180 members and guests present thoroughly enjoyed Dr. Tracy's presentation of the "Sacred Cows" of the Dairy Manufacturing Industry. Dr. Tracy's "Sacred Cows" were many of the traditions that we have set up in the operation of the manufacturing industry. He presented the question that if some of these traditions could be sacrificed in order to make the sale of dairy products possible to a larger degree, at lower costs, it would be a distinct advantage to the producer, the distributor, and the consumer.

The second day's program was devoted primarily to the problems of milk inspectors and sanitarians. Professor J. W. Pou of the University Dairy Department presented the standards for efficient dairy production.

W. H. Sheltnire, Technical Aid in Sales, Specialty Division, Mathieson Chemical Corporation, Niagara Falls, New York, spoke on chemical sanitizing agents for the dairy plant and factors affecting their germicidal activities. He emphasized the fact that the equipment must be cleaned properly for these materials to do the best job.

The Conference was closed with a symposium on The Proposed Dairy Farm Standards for This Area. The panel of men was composed of a health official, a plant operator, a plant sanitarian, and a producer.

The members of the Dairy Department Staff who presided at the various sessions included: Dr. W. S. Arbuckle, Dr. Mark Keeney, Dr. J. C. Shaw, and Dr. J. F. Mattick.

## Canadians Hear Howard Grant

The 34th annual convention of the Ontario Association of Ice Cream Manufacturers was held November 29 and 30 at the Hotel King Edward, Toronto, Ontario, Canada.

Speakers during the two-day meetings included H. E. McCallum Mayor of Toronto; Harold F. Pierce, Harold F. Pierce Associates; Robert Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers; Howard B. Grant, Publisher of ICE CREAM FIELD, and others.

Mr. Grant discussed ways and means of exploiting the new market for ice cream created by the advent of television. He pointed out that other industries are taking advantage of the stay-at-home trend, and he urged the ice cream manufacturers to direct their sales themes to TV audiences.

Citing a recent Advertising Analysis published by the International Association of Ice Cream Manufacturers, Mr. Grant declared that not enough advertising stress is placed on appetite appeal. "It's easier to make headway with emotions than with intelligence," Mr. Grant stated, in suggesting that the good taste and satisfying aspects of ice cream be underlined.

An article based on Mr. Grant's Canadian talk will be published in the January issue of ICE CREAM FIELD.

Panel discussions on "Ice Cream Merchandising," and "Ice Cream Production Problems" were other features of the convention program.

## Sen. Bridges Addresses REMA

Nearly 300 executives of the refrigeration industry, representing the members of the Refrigeration Equipment Manufacturers Association and the members of the Refrigeration Equipment Wholesalers Association, gathered at The Greenbrier, White Sulphur Springs, West Virginia, on November 2, 3, and 4 for a joint membership meeting.

Feature speaker of the meeting was Styles Bridges, United States Senator from New Hampshire, who addressed the meeting on the topic, "America's Choice Today."

Other speakers were J. S. Kimmel, President of the Republic Electric Company, Davenport, Iowa, who spoke on "Things for Jobbers to Think About"; Colonel Joel D. Griffing, Chief, Manpower Division, Selective Service System of Washington, D. C., who presented "Manpower Problems as Related to Selective Service"; Thurman Sensing, Director of Research, Southern States Industrial Council, Nashville, Tennessee, who subject was "The Value of a Dollar Bill"; R. R. Israel, President of the Refrigeration Equipment Manufacturers Association, who spoke on "The Value of Association Membership"; and Edmund H. Harding, humorist, of Washington, North Carolina, who answered his own question, "Shall We Freeze Things?"

The Annual Business Meeting of REMA was held on November 2 while a Board of Directors Meeting and four product sections were held by REMA on this date.

A joint membership luncheon was followed by golf and other recreational features on November 2, with an official golf tournament the next afternoon followed by a cocktail party and banquet.





PHILADELPHIA DAIRY Mixers held elections meeting November 6. The ICE CREAM FIELD man caught many personalities in his lens, including (left to right):

FIRST ROW: Joe Hickson and Joe Arthur of the Wyandotte Chemical Company, Vince Brown of Frigidaire and Jim Carroll of Brown's Frosted Foods; Melvin Wolford of the Great Lakes Bottle Cap Company, Dave Connell of Brown's Frosted Foods, Gammy

Rose of the Creamery Package Manufacturing Co. and George Roskam of David Michael and Company; Frank Poulterer of the Germantown Manufacturing Company, Hal Beumer of the Grand Rapids Cabinet Company, and Clarence Snyder of Nash-Kelvinator.

SECOND ROW: Percy Storr of Food Materials Company, Manny Burke of Robert M. Green and Arch Ostrum of the Dixie Cup

Company; W. G. McCuen of Reeve & Mitchell Company, Harry Watts of Nestle Chocolate, Joe Conway of Robert A. Johnston, King Martell of Kelco Company, Paul Stewart of Buhl Manufacturing Company, and Walter Shanahan of the New England Dairy Mixers; Dave Gundrum of Morris Paper Mills, Ernie Fischer of Creamery Package Manufacturing Company, Rhen Gundrum of David Michael & Company.

## Philly Mixers Elect Stewart

The Hotel Sheraton in Philadelphia was the scene of the annual elections meeting of the Philadelphia Dairy Mixers on November 6. Thirty-one persons attended the meeting, twenty-seven members and four guests.

After dinner, the annual election of officers was held. Hal Beumer, past President, was chairman, and the results of the balloting found Paul Stewart of the Buhl Manufacturing Company elected President; Clarence Snyder of Nash-Kelvinator, Vice-President; and Manny Burke of Robert M. Green, Secretary-Treasurer. Three new members of the executive committee were also named: R. A. Ostrum, William McCuen and E. J. C. Fischer. A short review of the Dairy Show at Atlantic City was given and a discussion was held of plans for next year's annual Dairy Mixer's Outing.

## Packaging Show Set for April

The American Management Association has announced that it will sponsor its 20th National Packaging Exposition April 17 to 20 in Convention Hall in Atlantic City. Machines, equipment and services used in packaging, packing and shipping will be on display, and it is expected that the show will be larger than ever before, in both area occupied and number of exhibitors.

AMA has presented the National Packaging Exposition annually, with the exception of one war year, since 1931. In the first show some 34 exhibitors, occupying approximately 3,000 square feet of floor space, showed products and services to fewer than 2,000 visitors. At the 19th Exposition last year, 240 exhibitors covered almost 75,000 square feet of exhibit space, and attendance exceeded 19,000.

The week of April 16 has been designated as "Packaging

Week." Events scheduled include not only the Exposition, but the AMA Packaging Conference, which will be held in conjunction with the show. In addition, a number of industry groups are planning special meetings during the Exposition days.

## Arkansas Group Plans Meeting

The Arkansas Dairy Products Association announces that its annual meeting will be held at the Hotel Lafayette in Little Rock, Arkansas, February 14, 15, and 16, 1951. A buffet supper will be held the first evening with the Arkansas Travelers as hosts. The guest speakers will appear on the program the second day of the meeting with a banquet and entertainment arranged for that evening. The morning of the last day will be devoted to a business meeting of the association and election of officers, with adjournment before noon. Ken Keltner, Sugar Creek Creamery Company, Fort Smith, Arkansas, is chairman of the program committee.

## Georgia Univ. Schedules Course

A program of short courses for 1950-51 has been announced by the Dairy Department of the University of Georgia at Athens. Included is an ice cream course, scheduled for March 21 and 22. An ice cream clinic will be a special feature of this course, according to Professor H. B. Henderson, head of the department.

## DISA To Meet In New York

Dairy Industries Supply Association, Inc., will hold its annual meeting, including the election of officers, in New York City late in March, 1951. Details concerning speakers and program will be announced later, according to a DISA spokesman.



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**CP SHER-VEL All-Purpose Stabilizer**

**THE CREAMERY PACKAGE MFG. COMPANY**  
General Offices: 1243 W. Washington Boulevard, Chicago 7, Illinois  
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## Oregon Confab May Draw 400

The 40th Annual Dairy Industries Convention of the Oregon Dairy Manufacturers' Association will be held at Oregon State College, February 20, 21 and 22, 1951. Talks and demonstrations will be made on all phases of manufacturing, packaging and merchandising of dairy products. A contest for butter, cheese and ice cream will be held and valuable prizes will be awarded. The Men's Smoker will be held the evening of February 21, and the banquet will be held in the Oregon State College Memorial Union the evening of February 22. An attendance of more than 400 persons is expected at the Corvallis campus.

## Rutgers Plans Two Courses

Rutgers University will be the gathering place for ice cream manufacturers and tradespeople in milk marketing during the short courses to be held in those two subjects in January.

The ice cream making course will be held January 8 to 18, with the conference on January 19. Students of the course will learn the composition, testing, processing and freezing of ice cream mixes, using equipment employed by modern plants. Those who take the course will be invited to sit in with representatives of the trade on conference day to hear current developments and problems of the industry discussed.

Students who take the market milk course will be eligible to take the State milk tester's license examination. The course will

consist of lectures and laboratory work on production and processing. It will begin January 22, with the conference to be held January 26.

Dr. Joseph Leeder, associate professor of dairy manufactures at the New Jersey State University, is leader of the ice cream making course and conference. Leader of the market milk course and conference is Dr. S. A. Lear, associate professor of dairy manufactures.

## Illinois Group to Convene

The annual convention of the Illinois Dairy Products Association, scheduled for the Hotel Morrison in Chicago from December 11 to 13, will hear such speakers as James E. McCarthy, Dean of the Edward N. Hurley College of Foreign Domestic Commerce, the University of Notre Dame; D. C. Everest, Chairman of the Board, Marathon Corporation; Manly Mumford, public relations expert with the Borden Company; and others. Two banquets, three luncheons and a buffet dinner are scheduled highlights of the convention.

## Supply Club to Meet in Georgia

The Dairy Supply Club, whose members represent leading distributors of dairy supplies and equipment, will hold its National Meeting at the Hotel Biltmore in Atlanta, Georgia, on January 17 and 18. The Club's National Chairman, G. R. Olson of Lincoln Equipment, Inc., St. Paul, says the subjects to be discussed will make this meeting one of the most interesting and important sessions the Club has held to date. The last National Meeting was held at French Lick Springs, Indiana, in June.

## Maryland Course Scheduled

The second annual short course in ice cream manufacturing will be given by the University of Maryland from January 22 to February 2. Mix calculations, laboratory control, standardization, mix manufacture, freezing and storage of ice cream, flavors and flavor materials, plant maintenance and dairy plant sanitation will be covered during the course. Professor W. S. Arbuckle of the Dairy Manufacturing Department of the University at College Park, Maryland, will provide additional information on request.



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**SUGARSHELL**, the "Cookie of the Cone Industry." Sell faster because they taste better — **SUGARSHELL** Cones are your biggest money makers — Because people ask for Sugar Cones.

**FREE . . . "TASTE TEST" . . . WRITE TODAY FOR A SAMPLE OF THE SUGARSHELL SUGAR CONE. TASTE IT YOURSELF.**

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5030 WEST LAWRENCE AVE.  
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*A New Taste Thrill*  
★ **BUTTER TOASTED ALMONDS**

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*Deliciously Different*  
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# WHAT'S

people



## VERN SMITH REPRESENTS GERMANTOWN



VERN SMITH

The Germantown Manufacturing Company, Philadelphia, Pennsylvania, has recently announced the appointment of Vern Smith as sales representative.

Mr. Smith will cover the territory comprising most of Pennsylvania, and all of Kentucky and Virginia.

He is a graduate of the School of Dairy Husbandry of the Pennsylvania State College, State College, Pennsylvania.

## EUSEY IS CAL CHEM COMPANY VP

Merritt V. Eusey, well known as a specialist in factory management and production methods and specialty sales management for the past thirty-five years, has been appointed Vice-President of Cal Chem Company, a subsidiary of Florasynth Laboratories. Announcement was made by Bill Lakritz, President of Florasynth.

Mr. Eusey has had a long and successful record in the field. His career in the merchandising field began shortly after World War I when he resigned his permanent commission from the regular army to enter the trade. He then founded the Eusey Co., Ltd., makers of Eusey's Jell-A-Teen and other pure food products, in which he was active president and majority stockholder from 1928 to 1938. The company was then sold to the Ben Hur Products in 1938 at which time Mr. Eusey became Sales Manager and a Director on the Board until his resignation in 1943. During his stay with the company the sales volume reached the \$8,000,000 mark. Mr. Eusey then joined Florasynth Laboratories and became General Manager of the Florasynth Laboratories Pacific Coast operations.

## LILY-TULIP SETS UP NEW SALES TERRITORY

Frank T. Roche, sales manager of the Lily-Tulip Cup Corporation, has announced several changes in field sales assignments, including the establishment of a new Southeast Florida sales territory.

R. W. Hollman, formerly territory manager of the North Florida territory, with headquarters in Jacksonville, will manage the new territory and will operate from Miami. John Bryan, formerly located in Atlanta, will replace Mr. Hollman in Jacksonville as manager of the North Florida territory.

Mr. Roche also said that William A. Morgan has been appointed soda fountain specialist for the company's North Central division and will make his headquarters in Detroit. Mr. Morgan formerly specialized on the mass feeding and transportation market in that division. His former duties have been assigned to Emil Gotsch, who will concentrate on the Chicago area for the present.

It was also announced that Grant Yost, formerly a salesman in Chicago, has been appointed water cup specialist for that city.

## LIQUID CARBONIC APPOINTS HOLLIDAY

The Liquid Carbonic Corporation, Chicago, has announced the appointment of Peter G. Holliday as Sales Manager of the newly formed Contract Manufacturing Division.

This division has metal working facilities available for both industrial and defense work.

## MRS. DIRKES DIES

Mrs. Doris E. Dirkes, wife of Howard J. Dirkes, President of the Pioneer Division of the Borden Company, died October 22. Funeral services were held at the Fairchild Chapel, 3100 Northern Boulevard, Manhasset, Long Island on October 24. Burial took place in Cypress Hills Cemetery. The Dirkes have one son, Howard, Jr.



*"I believe every  
company should..."*

**MR. CLARENCE FRANCIS**

Chairman of the Board, General Foods Corporation

**"I believe every company should conduct a person to person canvass right now, for the best way to promote the sale of U. S. Savings Bonds is to put an application card into each employee's hand and allow him to reach his own decision."**

As one of America's top executive salesmen, Mr. Clarence Francis knows that you sell more when you "ask the man to buy." Naturally, that means a person to person canvass of *all* your employees, but it is not as difficult as it may sound. In fact, it is very simple:

Tell your employees personally—or over your signature—why the automatic purchase of Savings Bonds through the Payroll Savings Plan is good for them and their country.

Designate your Number One Man to organize the canvass and keep it moving.

Enlist the aid of employee organizations—they will be glad to cooperate with you.

With posters, leaflets, and payroll envelope enclosures remind your employees of the many benefits of

the Payroll Savings Plan. Your State Director, U. S. Treasury Department, Savings Bonds Division, will furnish you, free of charge, all the promotional material you can use.

Be sure that every man and woman on the payroll is given a U. S. Savings Bond Application Form.

Thousands of companies, large and small, have just completed or are now conducting person to person canvasses. Their reports are a challenge to every company that does not have a Payroll Savings Plan . . . 50% employee participation . . . 60% employee participation—some of them have gone over 80%.

All the help you need to conduct your person to person canvass is available from your State Director, U. S. Treasury Department, Savings Bonds Division. Get in touch with him.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

**ICE CREAM FIELD**





## WOOD & SELICK APPOINTS MOREAU



ROBERT MOREAU

Wood & Selick Novelties, Inc., has announced the appointment of Robert "Bob" Moreau as its New England sales representative for the promotion of the Roto-Koter; and its lines of dry coating materials and frozen confection equipment and supplies.

"Bob" Moreau has been associated with the dairy industry for more than twenty years and is well known in New England ice cream circles. His wide experience in the novelty field should serve him well in his new association.

## TRAVELERS AID POST TO HOLLAND

Frohman Holland, of Holland Farms, Inc., has accepted the chairmanship of the Dairy & Ice Cream Division of the 1950 Fund Appeal for the Travelers Aid Society of New York, which seeks \$309,000 to support its current activities.

More than a hundred New York business and professional leaders are working actively in the drive, which began in September. Clifford W. Michel, President of Dome Mines Ltd., and partner in the investment banking firm of Carl M. Loeb, Rhoades and Company, is general chairman of the campaign. Walter P. Marshall, President of the Western Union Telegraph Company, is vice-chairman.

Travelers Aid, which depends on contributions for most of its support, is the only non-sectarian voluntary agency which specializes in helping persons away from home and in difficulty. Last year the Society aided 108,633 men, women and children at New York's docks and railroad and bus terminals. Travelers Aid services are increasing because of the current emergency situation and the growing number of service men and their families now traveling.

## ROSS N. PERKINS IS DEAD

Ross N. Perkins, fifty-seven, Manager of the Food Industry and Lumber Industry Sales Divisions of The Foxboro Company, Foxboro, Massachusetts, died at his home in Sharon, Massachusetts, October 17. He was within a few months of completing twenty-five years of service with the company, and was widely acquainted in industrial circles, particularly those in which temperature and humidity control are basic problems for instrument engineering.

## WILLIAM ALDRICH DIES

William E. Aldrich, advertising manager of the H. A. Johnson Company of Boston, died October 23 at his home in Wellesley.

Mr. Aldrich, who was well known in the hotel and restaurant field, had been associated with the H. A. Johnson Company for twenty years and for the past five years was a member of the company's partnership group.

He was an active member of the Advertising Club of Boston, having served on its Board of Directors and as chairman of several important committees.

Funeral services were held October 25 at St. Andrews Episcopal Church, Wellesley. Mr. Aldrich is survived by his wife and two children.

## EXTRAX APPOINTS GENE TANNENBAUM

Harold A. Hoffman, President of the Extrax Company, Brooklyn, New York, has announced the appointment of Gene Tannenbaum as the firm's advertising and merchandising manager.

Mr. Tannenbaum was formerly advertising manager of Ice Cream Novelties, Inc., where he supervised the Walt Disney merchandising program. He will direct the new and complete frozen novelty merchandising program which the Extrax Company is sponsoring in conjunction with its line of frozen confections and supplies. Included in this program will be point-of-sale advertising material, children's premiums and promotional support.

## NEW MEXICO COLLEGE NAMES THREE

Professor W. I. Trettsven announces the appointment of E. E. (Herb) Ballou, who will devote much of his time to the problems of dairy cattle production in the Experiment Station; Robert M. Porter, who will be associated with the Experiment Station, conducting research on the flock of milk goats; and Leo D. Page, who will supervise the dairy manufacturing plant, all at New Mexico College of A & MA.

## DIVERSEY NAMES TWO

W. H. Rush has been named manager of the Cleveland Division of The Diversey Corporation, Chicago, and J. M. Burnett, formerly a senior salesman in the Southwestern Division, has been named a district manager of the Pacific Division with supervision over southern California sales representatives working out of the Southern California District sales office. General Sales Manager W. E. Noyes announced the promotions.

## BANK AND BARBER APPOINTED

The Maryland Cup Company, Baltimore, Maryland, through its Board of Directors announces the recent appointment of Merrill L. Bank as President and Lawrence W. Barber as Vice-President. Both Mr. Bank and Mr. Barber have long been active in the paper cup field and allied industries.

The Maryland Cup Company, manufacturers of Sweetheart Paper Cups, are well represented in both the vending and soda cup fields. Mr. Bank announced that The Maryland Cup Company is expanding its facilities and will soon have available an expanded line of vending and soda cups. The Maryland Cup Company is an active participant in National Automatic Merchandising Association projects and is also a member of The Paper Cup and Container Institute.

LAWRENCE BARBER AND MERRILL BANK



## ARTHUR WEIGOLD ELECTED SENATOR



ARTHUR WEIGOLD

Arthur Weigold, head of the Torrington Creamery, Inc., Torrington, Connecticut, was elected state senator from the 30th district in the November elections. Mr. Weigold, running on the Republican ticket, defeated Democrat candidate Alex G. Constable by 628 votes, and will succeed Senator Samuel L. Blakeslee, whom he defeated for the Republican nomination.

Mr. Weigold is one of four prominent dairy men in Connecticut who achieved success at the polls. Lyman E. Hall, head of Ferndale Dairy; Eugene H. Lamphier and Leslie P. Clarke, milk producers, were also voted into the Connecticut State Senate. All are Republicans, and will be minority members of the 1951 legislative body.

## CEDRIC SMITH RETURNS TO ENGLAND

Cedric Smith, executive of B. Young & Company, makers of Spa Gelatine for the ice cream trade, has returned to England after a study of American ice cream operations.

B. Young & Company of America, Ltd., New York City, has announced that N. Dearing, sales manager of the American gelatine division, has taken up permanent residence in the United States and is making his headquarters in New York City.

## TERHUNE JOINS FOGEL COMPANY



E. A. TERHUNE

E. A. "Terry" Terhune has joined the Fogel Refrigerator Company of Philadelphia, manufacturers of commercial refrigeration equipment, as Vice President in charge of sales, according to an announcement made by William Fogel, President.

Mr. Terhune is well known in the refrigeration industry as a sales executive, having started with Frigidaire's New Eng-

land distributor in 1926. In 1929 he organized Appliance Engineering Company of Boston, as a distributor of major appliances, and this company is now operated by his brother-in-law, "Jim" Thompson. For ten years "Terry" was connected with Servel and was national sales manager of the electric refrigeration division.

Since the war, Mr. Terhune has designed and produced automatic bottle vending machines and General Vending Machine Corporation of Chicago was organized by him for that operation. This company is now being operated by his son, "Terry," Jr., as general manager.

## LIMPERT APPOINTS BUTLER

E. A. "Bill" Butler will represent Limpert Brothers, Inc., flavor manufacturers of New York City and Vineland, New Jersey, in the wholesale ice cream manufacturing field throughout New England.

This territory was formerly covered by Robert Moser. It was

also announced by Limpert Brothers, Inc., that George Zantos and Marcus Yampanis will continue to cover the retail manufacturers of ice cream.

Mr. Butler has been working Eastern Pennsylvania, Delaware, Southern New Jersey, Maryland and District of Columbia selling a similar line and is well versed in the needs of ice cream manufacturers.

## WILKE GETS SALES POST



WAYNE WILKE

McCarthy Fruit Products Company, Evanston, Illinois, announces the appointment of Wayne Wilke as General Sales Manager, effective November 1.

Mr. Wilke was formerly associated with Gehl's Guernsey Farms, Milwaukee, Wisconsin, as full line Production Sales Manager; with Pet Milk Company as Production Manager and as Purchasing Agent; and

with Maun & Lund, Inc., Chicago, Illinois, machinery and flavor manufacturers, as General Sales Manager.

The McCarthy Fruit Products Company has recently absorbed the Welch Fruit Products Company, Evanston, Illinois, makers of ice cream flavors and ice cream specialties, and will continue the business under the new name.

The owners of the McCarthy Fruit Products Company also own Charlotte Charles, Inc., nationally known line of fine food specialties and have been identified in this field for many years.

Mr. Wilke will maintain an office in the Evanston plant of McCarthy Fruit Products Company.

## GORDON LAMONT RETIRES

Gordon Lamont, Vice President and Director of Sales of Lamont, Corliss & Company, early this month announced his retirement from active responsibilities in the business, effective January 1, 1951.

"For several years I have wanted to retire while I was young enough to enjoy life and do some of the things that I wanted to do before I get too old. The company has agreed upon a program which will permit me to do this and I may say that I am very happy about it," said Mr. Lamont.

"Naturally this comes as a very real wrench after more than twenty-six years of close association with this business and the people in it and my many friends in the industry. I will be able, however, to follow the course of the business with interest as I have been asked to remain on the Board of Directors which I am glad to do."

Mr. Lamont joined Lamont, Corliss & Company in 1924 and has always been active in the Sales Division of the business. He has been Vice President and Director of Peter Cailler Kohler Swiss Chocolates Company, Inc., past President and Chairman of the Board of Dairy Industries Supply Association, Inc., and a member of the Executive Committee of the Association of Manufacturers of Confectionery & Chocolate of the State of New York.

He was also active in the procurement of Red Cross blood donations during World War II and was a special representative of the National Red Cross, a member of the Board of Directors of the Greater New York Chapter and Chairman of the Blood Program Committee of Greater New York in 1947 and 1948.

## New Products

### EXTRAX NOVELTIES

The Extrax Company has announced that it has available a full frozen stick confection program. In addition to a line of frozen confections such as water ice, chocolate and fruit fudges, candy coated bars, and regular ice cream bars, the company states that it will provide a merchandising and promotional supporting program for its stick confections.

The merchandising program will include point-of-sale advertising pieces, a bag-redemption premium campaign and local promotional support in the ice cream manufacturer's local trading area.

The Extrax Company also has available a line of ice cream supplies and equipment. These include chocolate and fruit flavored ice cream bar coatings, soluble chocolate powder for ice cream, fruit, nut and coffee chips for ice cream, macaroon and crunch dry coatings and Nutsi Dip, a precoating for macaroon and crunch bits.

Additional information on the new merchandising program and full line of equipment and supplies may be had on request.

### 1 BULLETIN 017

Twenty or more features engineered into its line of multi-cylinder high speed Freon and ammonia compressors are discussed in a new bulletin just published by The Vilter Manufacturing Company. The bulletin, designated as Number 017, describes the application of this compressor, adapted for use with ammonia, to high stage or booster refrigeration service. Free copies are available on request.

### EQUIPMENT BULLETIN

Equipment for the dairy industry is described in Bulletin WP 1099-B-57, according to an announcement by Worthington Pump and Machinery Corporation.

The 4-page bulletin pictures and describes the following: vertical ammonia compressors; ammonia KDV pumps; horizontal compressors; "Y" compressors; air cooled air compressors motor driven; monobloc centrifugal pumps; flame mounted motor driven centrifugal pumps; split case centrifugal pumps; horizontal duplex piston steam pumps; vertical turbine pumps; and allspeed drives.

### 2 BRYANT LIQUEFIER

The Bryant Centrifugal Liquefier as developed by the Bryant Machinery Company, is a stainless steel sanitary machine which liquefies frozen cream, butter and other products preparatory to their use in the manufacture of ice cream mix. Other frozen products such as eggs may be processed. Also, chocolate and unfrozen products may be liquefied.

The principle upon which this machine operates is the transfer of the latent heat of the condensing steam through a rapidly revolving stainless steel disc, to the material to be liquefied, which material is held stationary while the heating surface moves rapidly.

Advantage is taken of the high heat content of condensing steam, the high transfer of heat due to velocity between the heating surface and the product being heated, the centrifugal force which removes the melted product from the heating surface, and the removal of the condensed steam from the heating surface by centrifugal force.

4

3

## SIMPLE AS A-B-C!

The only thing you have to do in order to learn more about any product described in ICE CREAM FIELD'S "New Products" section is to fill in the coupon below with the number that identifies the news item, and send it to the New Products Department, ICE CREAM FIELD, 19 West 44 Street, New York 18, N. Y. We'll be glad to forward your inquiry to the manufacturer who will send you complete information regarding his product. If you want to know more about any product advertised in ICE CREAM FIELD, jot down the advertiser's name and we'll direct your inquiry to his attention. In either case, there is no obligation to you.

Your Firm Name \_\_\_\_\_

Address \_\_\_\_\_

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Your Title \_\_\_\_\_

To New Products Department  
Ice Cream Field  
19 West 44 Street  
New York 18, N. Y.

Without obligation to me, please send me more information about the following New Products described in the December issue. (I have indicated below by number the ones that interest me.)

☐ ☐ ☐ ☐ ☐ ☐

I would like to know more about the following companies' advertisements:

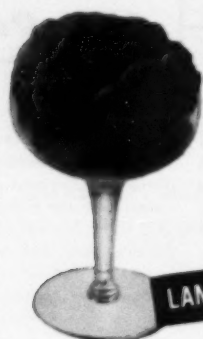
**Hudson's**  
VANILLAS

**Hudson Manufacturing Co.**  
Vanilla Products

EST. 1888 1918

6310 LINCOLN AVE., MORTON GROVE, ILL.

*Finest Vanillas for Over 60 Years*



**NESTLÉ'S**  
**RUNKEL'S**  
**CHOCOLATE FLAVORS**  
**COCOAS**

**The Greatest Taste**  
**in Chocolate**

**LAMONT, CORLISS & COMPANY**

60 Hudson St., New York 13, N. Y.  
Branches in Principal Cities

## CREST LINE

Crest Foods Company, manufacturers of various dairy products of interest to the ice cream industry, announces that it currently has available a full line of stabilizers and emulsifiers for ice cream and related frozen products. In addition, the firm is producing a line of candies for use in ice cream.

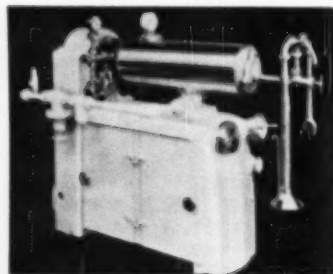
Another phase of the Crest business is milk proteins, according to E. C. Scott, who with George M. McDonald and Tom O. Gaskins, are owner-partners of the firm. Extensive research is now being directed toward the development and production of improved soluble proteins for use in the food and pharmaceutical industries, it was reported.

Mr. Scott said that "we are particularly interested in increasing the protein content in diabetic ice cream and special ice cream for hospital use, where high protein ingestion is so sorely needed."

Information about the Crest line may be had on request.

## VOGT FREEZER

Cherry-Burrell Corporation has recently made available a new VIF Commander model Vogt freezer, the features of which include, according to the manufacturer: flat and pitched surfaces for ready drain-

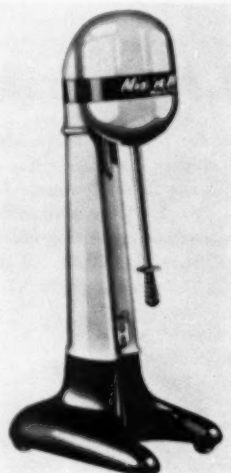


5

ing; improved freezer pumps, equipped with a sanitary "O" ring rotary seal, reportedly eliminating the spring and metal rotary seal parts required in previous designs; sanitary piping improvements; new three-blade hollow mutator shaft; and others.

A photograph of the new model accompanies this article. Additional information and literature are available on request.

## RACINE MODELS



Racine Electric Products announces that all models of MIX-n-WHIP fountain mixers have been approved by Underwriters' Laboratory, Inc., and carry Underwriters' Laboratory, Inc., seals.

All three models, the Standard 6000, the Deluxe 7000 and the Triple Spindle 8000 will take all standard make of cups, and feature many improvements.

Catalog sheets are available on request.

## MERRITT BOOKLET

A booklet dealing with transparent cabinet lids that the manufacturer claims merits the attention of ice cream manufacturers has been issued by R. K. Merritt & Associates. Various styles and models of the firm's lids are pictured and described. Copies of the booklet are available on request.

## STABILIZER BOOKLET

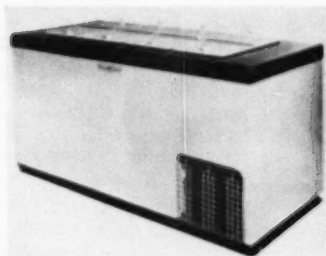
Stein, Hall and Company has prepared and issued a booklet entitled, "A Frank Discussion of Ice Cream Stabilizers." The publication contains an explanation of the use of stabilizers in ice cream, and tells what they are made of. In addition, description of Stein, Hall products is included. Copies of the analysis may be had on request.

## CABINET CATALOG

The Refrigerated Cabinet Division of Anheuser-Busch, Inc. has published a catalog in which is pictured and described the firm's new line of ice cream cabinets.

Accompanying this article is a photograph of the Anheuser-Busch 8-hole chest, self-contained model, one of the many cabinets analyzed in the new brochure.

Copies of the new publication are available on request.







## Season's Greetings

from the builders of the

**ALL-ALUMINUM**  
REFRIGERATED BODIES

Pioneers in All-Aluminum Structure

**BARRY & BAILY Co.**

2421 No. 27 St. Phila. 32, Pa.

"Since the days of the covered wagon"

### CARRY-ALL

11

Morrison Steel Products, Inc., is currently manufacturing an all-purpose, all-steel service body known as the "Carry-All." Features cited by the manufacturer include its adaptability to all standard  $\frac{1}{2}$ ,  $\frac{3}{4}$ , and 1-ton truck chassis; underbody bridge-type construction; one-piece side sheets to eliminate corner weldings; stamped, integral rain drip moulding; and others.



A suggested use of the "Carry-All" body is as a service vehicle for ice cream vending machines. The vehicles can be used to deliver the machines to the ice cream manufacturer's vending locations.

Additional information and literature concerning the "Carry-All" are available on request.

### SANITARY STANDARDS

12

The 3A Sanitary Standards for dairy equipment, compiled by the Committee on Sanitary Procedure of the International Association of Milk and Food Sanitarians, have just been published.

Covered in the set of standards are specifications and drawings for dairy equipment, including—fittings used on milk and milk products equipment; thermometer fittings and connections; storage tanks; milk pumps; weigh cans and receiving tanks; homogenizers; automotive transport tanks; electric motors and motor attach-

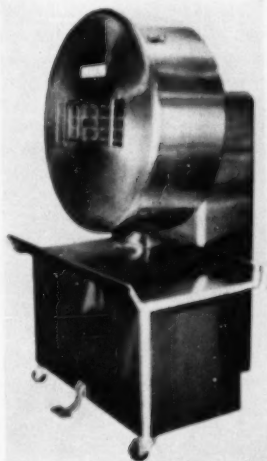
ments; can-type milk strainers; filters using disposable filter media; and determining holding time of high temperature short time pasteurizers.

### ROTO-KOTER

13

Wood & Selick Novelties, Inc., exclusive distributors of the Roto-Koter, introduced this equipment at the recent Dairy Industries Exposition in Atlantic City. According to officers of the firm, it is considered by many in the industry as an outstanding contribution to the promotion of ice cream confections.

Demonstrations of the Roto-Koter are being conducted in many plants throughout the country. It coats twenty-four bars on a stickholder with a great variety of dry coating materials in a single operation and automatically. The machine is capable of maintaining the production schedule of any size plant, large or small, and as indicated by the manufacturer, it makes possible the economical production of ice



cream bars with colorful dry coatings.

A promotional campaign has been formulated by Wood & Selick for the approaching ice cream season. Its extensive line of dry coatings features a variety of coconut, white, toasted, and colored—and numerous types of crunch toppings, multi-colored and flavored sprinkles, all of which are used in carrying-out a "flavor-of-the-month" sales program.

### "DIAL-A-HEAT"

14



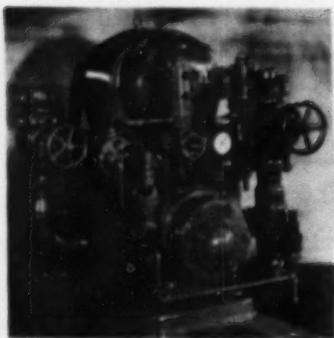
"Dial-A-Heat," a controllable thermostat, is announced as one of the new features of the Helmeo-Lacy Silver Anniversary Food and Fudge Warmer line by Helmeo, Inc., manufacturers of fountain accessory equipment.

The "Dial-A-Heat," when set, automatically reaches and holds exact temperatures, permitting a quick build-up of cooking heat, the manufacturer states. The holding feature of "Dial-A-Heat" is said to prevent overheating or cooling of foods during the day.

The control dial is clearly marked for low temperatures, serving range and high heat. There is also an off position which can be set when warmers are not in use.

## ROTARY COMPRESSOR

15



Freezing Equipment Sales, Inc. announces that it is currently manufacturing the F.E.S.—Fuller rotary compressor which reportedly provides low temperature refrigeration with economical operation. These compressors feature direct or belt drive, simple foundations, blades that automatically compensate for wear, small floor space with relation to capacity, and other features, according to the manufacturer. They are available in twenty-one sizes, with capacities from two to 251 tons. Additional information and literature are available on request.

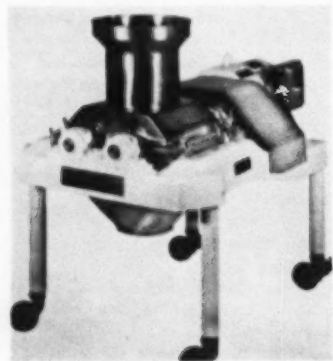
## RIVING MACHINE

16

The W. J. Fitzpatrick Company has developed a riving machine that reduces frozen products to small particle sizes for immediate use or rapid defrosting.

Pictured here is the firm's Model 8 riving machine, which, according to the manufacturer, can process the contents of various sized containers of frozen cream without preliminary reduction at a speed of 2500 pounds per hour.

Frozen eggs reportedly can be processed at a speed in excess of 1500 pounds per



hour, and many other frozen products can be processed on a comparable basis.

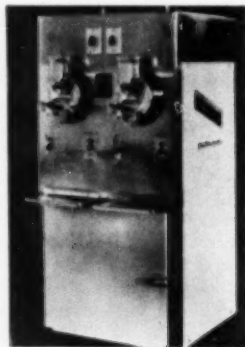
All parts are accessible for cleaning and no tools are required for disassembly, it is claimed. Literature and additional information are available on request.

## SWEDEN COMBINATION

17

The Sweden Freezer Manufacturing Company has announced the latest addition to its line of direct-service freezers. This machine is a further refinement of the model 1-131—incorporating a refrigerated storage compartment below the dispensing area for the storage of mix with refrigerated mix tanks above each freezing cylinder for rapid feeding of mix.

Up to twenty-four gallons of mix can be stored in the mix storage compartment in the lower portion of the machine. This cabinet features a self-contained, 1/9 HP, hermetically sealed, 110 volt refrigeration unit for plug-in operation. Thus mix may be stored without necessitating operation of the larger refrigeration system in the freezer itself.



The batch-feeding portion of this model consists of two 4-gallon stainless steel refrigerated mix tanks positioned above the freezing cylinders and a magnetic solenoid release valve for each tank to facilitate recharging of freezing cylinders with the flip of a switch. The solenoid valves release a measured batch of mix upon being actuated—preventing the possibility of over-filling a freezing cylinder. This model—1-131A25—is said to combine the versatility of a twin head freezer with the reserve capacity features of a continuous machine.

## NUKEM FLOORS

18

Nukem Products Corporation has issued a brochure which describes the firm's flooring services for industrial plants. The various kinds of flooring and their

## ANYTHING NEW?

New products, services, or publications of interest to ice cream manufacturers will be publicized on these pages if they are brought to the attention of the New Products Department, ICE CREAM FIELD, 19 West 44th Street, New York 18, N. Y.

Got anything new? Let us hear about it.

application are discussed. The floors are said to be acid and alkali proof, and leak and wear proof. Additional information and/or copies of the brochure are available on request.

## GIRTON PASTEURIZER

19

A 50-gallon size pasteurizer has been announced by the Girton Manufacturing Company.

Called the "Thrifty 50," this equipment was designed by the manufacturers to provide low cost pasteurization for small plants, as well as special purpose vats for larger plants. It has a heavy gauge stainless steel milk receptacle, breast ring and cover. It is heated by the steam vapor method. It is said to have many other features of higher priced equipment.

A "Thrifty 100," in 100 gallon size, and a "Thrifty 200," in 200 gallon size, are also included in the line.

Full catalog information is available from the Girton Manufacturing Company upon request.



## Business News

### OCTOBER ICE CREAM PRODUCTION UP

Ice cream production in the United States, estimated at 41,720,000 gallons for October, was 7 per cent larger than a year ago but was 6 per cent smaller than the 1944-48 average for the month, the Bureau of Agricultural Economics reports.

From September to October, output declined only 11 per cent—much less pronounced than the 17-per cent drop between these months last year and the average decline of 20 per cent shown between September and October during the 5-year period, 1944-48.

In the first 10 months of 1950, ice cream production totaled 475,715,000 gallons—4 per cent smaller than in the same months of 1949 and 5 per cent below the January-October 1944-48 average. The weather in October was warm and sunny over virtually the entire country.

Reports from manufacturers indicated a gain of 26 per cent in sherbet production from the October output a year ago. At 1,300,000 gallons, production was down 5 per cent from the 5-year, 1944-48, average for the month. The decline between September and October was 14 per cent, compared with 31 per cent last year, and an average decrease of 35 per cent between these months in the 1944-48 period.

### HEARINGS TO BEGIN JANUARY 8

Federal hearings for the establishment of definitions and standards of identity for ice cream and related frozen products will begin in Washington on January 8. They will be held in Room 5140, Federal Security Building, Independence and Fourth Street, S.W.

### BORDEN'S HONORS EMPLOYEES

A total of about 500 employees who have completed twenty-five years of service were added to the Borden Company's Quarter Century Club last month in a series of banquets throughout the nation. This swells the total for the United States and Canada to about 5,000 members, or nearly one out of every six employees.

Twenty men and seven women of the Company's national executive office staff in New York City were honored November 16 for 25 or more years of service, at a banquet at the Hotel Astor, New York City. Theodore G. Montague, Borden President, presented diamond-set gold pins to twenty-one persons who have served Borden's for twenty-five years, five who have rounded out forty years of service and one who has been with the concern for a half-century. Harold P. Smith of Troy, New York, chairman of Borden's North East District, was principal speaker. Harold K. Kramer, Borden assistant Vice President, was toastmaster.

### SEALRIGHT CONTEST ENDS

The third and final contest in the 1950 Sealright national ice cream recipe competition has just been concluded. Winners have been notified. The contest was sponsored locally by ice cream manufacturers.

Winners of the three contests that were launched in May and ran through September are eligible for the grand prize, a Packard automobile, to be awarded this month. The contests were judged by R. L. Polk and Company, professional national contest judging firm of Chicago.

### NEW PLANT FOR GOLDEN STATE

Ground has been broken in Van Nuys, California, for the new \$250,000 distributing plant of Golden State Company, Ltd. Turner Rains, present manager of the Van Nuys plant, will be manager of the new plant. The two-story building will cover four acres.

### SCHWARZ RETURNS TO HOLLAND

A. Schwarz, President of Polak and Schwarz, flavor manufacturers, recently returned to the firm's home offices in Holland after a three-month visit to the United States during which he called at the company's offices in various American cities.

Miss Helen Horst, the firm's Advertising Manager, recently returned from a vacation in Bermuda.

### STOCKHOLDERS APPROVE SPLIT

Walter P. Paepcke, Chairman of the Board, Container Corporation of America, announced last month that holders of the Company's preferred and common stock have approved a 2-for-1 split of the common shares. The announcement followed a special meeting held November 27 to vote on the proposal made by the Board of Directors on September 27. At the same time, the stockholders also approved an increase in the authorized common stock from 1,500,000 shares of \$20 par value to 3,000,000 shares of \$10 par value. This action increases the number of shares outstanding from 990,474 to 1,980,948.

In making the announcement Mr. Paepcke explained that the stock split gives recognition to the growth of the Corporation over the past ten years. During that period the book value of the common stock has increased from \$25.53, as of December 31, 1940, to \$55.82, as of September 30, 1950. On the basis of the newly authorized split the book value of each share will be approximately \$28.75, or more than the book value of the old stock ten years ago.

WINNER OF the Illinois Baking Corporation's 1950 Safe-T Cone Window Display Contest, Larry Carrière (right) receives prize—a check for \$1,000—from Bernard W. Jaffe, Vice President in Charge of Sales for the cone firm. Others in the photo are (left to right): E. Bokalamp, Illinois Baking Corporation; S. Stacey, Cavalla Tobacco Company (Milwaukee distributor of Safe-T Cones); and Don Passler, Luick's Sealtest Ice Cream Company, Milwaukee, which supplies Mr. Carrière's store with ice cream.



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**Dedicated to the improvement of your products and lower production costs**

**American Food Laboratories, Inc., 860 Atlantic Avenue, Brooklyn 17, N. Y.**

#### **GUNDLACH PLANS PROMOTION**

Promotional activity for the February 1951 "Whitehouse" Cherry Ice Cream campaign, G. P. Gundlach & Company, Cincinnati merchandising consultants to the dairy and ice cream industry predicts, will be reflected in the greatest impact in the 31-year history of the ice cream.

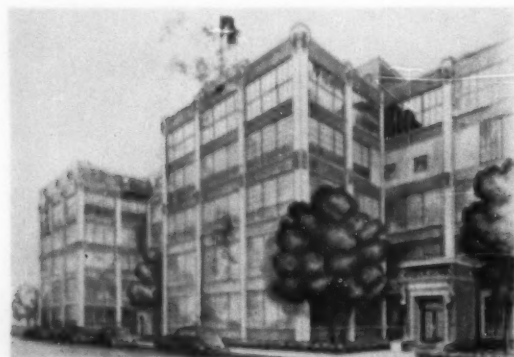
The Gundlach organization, which spearheaded its 1950 promotion with full-page full-color advertisement in the *Saturday Evening Post*, reports the "1951 campaign will be all new, all different, better than ever."

The campaign includes "Whitehouse" Cherry Ice Cream cartons in round and square pints and square half gallons; dominations in full color lithography; sparkling full-color posters; colorful streamers and dominating window displays in self-framed displays; weatherproof truck displays to make the motor transports "moving billboards," triangle table displays, cherry symbols and menu clip-ons.

#### **PHENIX DISTRIBUTOR ACTIVE**

Refrigerated Equipment Sales Corporation, which recently moved to more adequate quarters in the building at 19 West 44 Street in New York City, is currently active as national factory agent for the Phenix line of soda fountains.

ARTIST'S SKETCH shows the new and enlarged headquarters of the Diversey Corporation at 1820 Roscoe Street, Chicago. With sales offices and warehouses in principal cities of the United States and Canada, Diversey manufactures and sells materials for food plant sanitation. One floor of the new headquarters is occupied by the Diversey Research Laboratories.



#### **KEYSTONE MOVES TO NEW OFFICES**

Keystone Wagon Works, Inc., Philadelphia, moved into new and larger quarters at 5625 Tacony Street, occupying over 20,000 square feet of manufacturing space with additional space for warehousing. Previously, the firm had been located at 2nd & Norris Streets, Philadelphia, for seventy-three years.

The new plant is of modern one-story masonry construction with excellent ventilation, lighting and sprinkler facilities, and has a railroad siding.

The Keystone organization, now in its 106th year, was founded in 1844 for the manufacture of wagons and allied products. They have been building bodies continuously since that time and for the past fifty years have been one of the largest producers of bodies in the ice cream industry, having witnessed the progress of ice cream body from the salt and ice era, to the modern dry ice and mechanically refrigerated body of the present day.

Present officers of the firm are G. William Friedrich, President, and Charles A. Friedrich, who has been in the organization for forty-one years, Treasurer. They succeeded their father in the management of the business following his death in 1931.

#### **ICE CREAM NOW MADE FROM BUTTERMILK**

Extensive research by the United States Department of Agriculture has resulted in a method by which sweet-cream buttermilk can be used to make flavorful ice cream that reportedly has a richer or "creamier" taste than ice cream made with skim milk or other types of milk solids.

The new method, which was developed by the Bureau of Dairy Industry in one phase of a Research and Marketing Act study on the utilization of dairy by-products, is said to be an example of science finding a new use for an old but nutritious product that is largely fed inefficiently to livestock or wasted outright.

#### **ILLES COMPANY HAS NEW OFFICES**

The A. E. Illes Company, manufacturers and importers of flavoring materials, has announced the removal of its office and plant to a new and modern building at 5527 Redfield Street in Dallas, Texas.

#### **CREST FOODS ACTIVE IN ASHTON**

A reference in the October issue of this magazine to the Crest Foods Company indicated an incorrect address for the firm. Actually, the organization, which manufactures stabilizers and other products for the ice cream industry, is located in Ashton, Illinois.



**\*No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products



**FLAVORS**

Vanilla Extracts and Powders  
Puro Coffee Concentrate  
True and Synthetic Fruits

**STABILIZERS**

Formula S-233  
STA-YEL for Ice Cream  
STA-VEL for Fruits

**EMULSIFIERS**

MARCOID (Liquid)  
WILCOID (Powder)  
CONCENTRATE "A" (Plastic)

**TASTE AND TEXTURE  
CLINIC**

Also **FOOD SPECIALTIES** such as VEL-MARSH Marshmallow Powder

**STANGE APPOINTS WOOD**

C. A. (Tubby) Wood has been appointed General Sales Manager of Wm. J. Stange Company, according to an announcement made by William B. Durling, President, at the company's annual sales meeting in October. He succeeds the late Edward J. Marum.

Prior to his new appointment Mr. Wood was Manager of the Stange Manufacturing Branch in Oakland, California, which serves food processors in the eleven western states.

He now returns to Chicago where he entered the food processing field twenty-two years ago. In assuming the duties of Sales Manager, Mr. Wood will direct sales of C.O.S. (Cream of Spice) Seasonings, Peacock Brand Certified Food Colors and N.D.G.A. Antioxidant.

**COMPOUNDS' PATENTS MADE PUBLIC PROPERTY**

Ice cream and confectionery manufacturers who use monoglyceride compounds in the manufacture of their products are expected to benefit by a recent notice from the United States Patent Office that patents covering use of these compounds have been dedicated to the public.

Individual manufacturers may now have use of these patents without license or payment of royalties.

Use of monoglyceride compounds in ice cream was developed by Swift & Company about twelve years ago. They have been used extensively since that time by Swift and other manufacturers.

Patents were granted to Swift & Company (No. 2065398 and Reissue Patent No. 22858) but these were made available to the industry through licensing.

Swift & Company feels that free use of these patents would benefit the entire ice cream industry, and has filed in the Patent Office a dedication of them to the public. Information on use of the methods may be had by requesting the Patent Office for copies of the patents.

**ESMOND DISCUSSES FOUNTAIN OPERATION**

"A drug store without an up-to-date and well operated soda fountain or ice cream department is like a food store without a fresh fruit and vegetable department," asserted C. W. Esmond in addressing the senior class of pharmacy students at the Cincinnati College of Pharmacy, on October 27 at the school, 423 West Eighth Street, Cincinnati.

Mr. Esmond, who is Vice President of G. P. Gundlach and Company, and director of The Dairy Guild, was invited to discuss the soda fountain department of the drug store to clarify the thinking of students about to graduate and go into business.

He presented compelling reasons for giving the same intelligent management to the refreshment department of the drug store as the proprietor is expected to give to his prescription department.

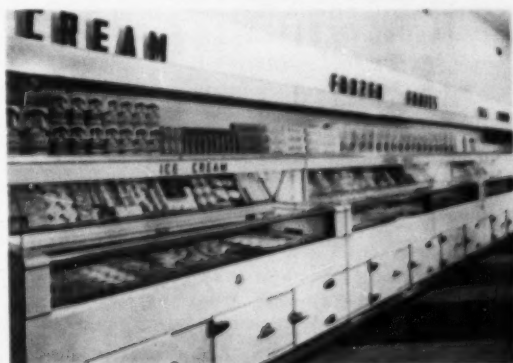
**CLINIC TO EMPHASIZE "HOW TO SELL"**

"How to Sell Ice Cream Despite Weather Conditions" will be the keynote for the merchandising, advertising, sales promotion and technological clinic for ice cream plant operators to be conducted January 16 to 18 by G. P. Gundlach & Company, Cincinnati, merchandising and marketing consultants to the milk, ice cream and collateral dairy industries.

The clinic sessions will be held at the Cincinnati Club with supplemental programs in the technological laboratories of the Gundlach organization.

In addition to the specialists and departmental executives of the Gundlach organization, prominent guest speakers will include Dr. Paul H. Tracy, head of the Department of Dairy Technology, University of Illinois; Morris Finneburgh, manager of the Soda Fountain Division of The Liquid Carbonic Corporation, Chicago; Irving C. Reynolds, President of the Franklin Ice Cream Company, Toledo, past President of the National Association of Retail Ice Cream Manufacturers and President of the Dairy Industry Supplies, International; and Ross Cole, manager of the Soda Fountain division of the Gallaher Drug Company, with headquarters in Dayton, Ohio.

ICE CREAM displayed in a battery of Tyler Fixture Corporation cabinets in the Trowbridge Super Market, Austin, Minnesota, attracts the attention and the buying dollars of store patrons.



## GOOD "HUMOR-ETTE" MAKES DEBUT



Tradition has been given a severe kick in the pants with the appearance of the first female-driven Good Humor sales car.

Vivian Mason, smartly attired in white blouse, slacks, specially designed smock and officers cap, calmly drove out of the company's Hollywood plant recently and thereby shattered a 24 year history of all male salesmen.

Good Humor President Ervin Hawkins said, "We have lost a number of our veteran salesmen with the reactivation of the California National Guard, the draft, and the re-commissioning of reservists. Hence the birth of the Good Humor Girl. He further explained, "Generally speaking, national safety surveys indicate that women are just as good drivers as men and every-

body knows what exceptional records women have set in the sales field."

The Good Humor Company of California, founded by Paul Hawkins in 1927, operates more than 300 cars in Southern California.

## QUALITY CHEKD MEETS, CHANGES NAME

Highlighted by a change in the association's name, the adoption of a luxury type ice cream and the introduction of new members in the East and Southwest, the Quality Chekd Dairy Products Association concluded its 10th general membership meeting in Chicago December 1.

The association, which for the past ten years has been known as the Quality Chekd Ice Cream Association, formally changed its name to conform to its entry into the entire dairy products field earlier this year. It is now to be known as the "Quality Chekd Dairy Products Association."

Adoption of a luxury type ice cream had been made by the association some time ago and details of the new product and its promotion which had been worked out in the interim were announced at the annual meeting by Harlie F. Zimmerman, Quality Chekd managing director.

This new product has been named "Quality Chekd Extra Fine Ice Cream" and it will be separately packaged and promoted by all association members adopting it.

Representatives of eight companies which have just applied for membership in the association were introduced at the annual meeting. These firms are: Kelley Ice Cream Co., Providence, Rhode Island; Mohegan Dairies, New London, Connecticut; Star Dairy Ice Cream Company, New London, Connecticut; Emmadine Farms, Inc., Beacon, New York; Austin Ice Cream Company, Watertown, New York; Esmond Dairy, Sandusky, Ohio; Hygeia Milk Products Company, Harlingen, Texas; Polar Ice Cream Company, Austin, Texas and Dairy Maid Ice Cream Company, Beaumont, Texas.

November 29, the first day of the three-day session, was devoted to milk and other dairy products and the other two days to ice cream. A highlight of each day's meeting was a member discussion panel on current industry problems and sales techniques.

Guest speaker of the meeting was Lloyd D. Herrold, chairman of the department of advertising, Northwestern University, who discussed the role of national advertising in the sales success of a firm or an association.

The presentation of completed 1951 advertising and merchandising programs for ice cream, milk and other dairy products was made by C. E. Hentrich of Campbell-Mithun, Inc., Chicago, the association's advertising agency.

Irving B. Weber, Sidwell Ice Cream Co., Iowa City, Iowa, President of the group since its founding, was elected to head it again for the coming year. Executive Vice Presidents are A. R. Loomis, Fort Dodge Creamery, Fort Dodge, Iowa and R. P. Touton, Shurtleff Ice Cream Company, Janesville, Wisconsin. P. C. Carver, Carver Ice Cream Company, Oshkosh, Wisconsin, was reelected Secretary of the association and L. T. Potter, Potter Ice Cream Company, Waterloo, Iowa was again named Treasurer.

Other members of the board of directors are: W. Fred Atkinson, Ideal Pure Milk Company, Evansville, Indiana; C. A. Carver, McDonald Ice Cream Company, Ann Arbor, Michigan; Mark A. Fuller, Frech-Bauer Company, Cincinnati, Ohio and L. A. Perkins, Armstrong Creamery Company, Wichita, Kansas. New board members elected at this meeting are Messrs. Touton and Perkins.

**Thaw Out**  
your  
**"FROZEN"**  
**COLD-WEATHER PROFITS**

during the first quarter, 1951—with our

**RED-HOT**  
**SALES-STIMULATOR DEAL!**

• Better-Tasting Specials and Mouth-Watering Merchandising Multiply Impulse Sales and Profits:

<p><b>JANUARY</b> <b>FEATURE</b></p> <ul style="list-style-type: none"> <li>• Butter Pecan</li> <li>• Butterscotch Ribbonette</li> </ul>	<p><b>FEBRUARY</b> <b>FEATURE</b></p> <ul style="list-style-type: none"> <li>• Cherry Garden</li> <li>• Cherry Ribbonette</li> </ul>	<p><b>MARCH</b> <b>FEATURE</b></p> <ul style="list-style-type: none"> <li>• Pistachio</li> <li>• Banana</li> </ul>
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**FREE** signs and posters with each deal  
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**BLANKE-BAER**  
EXTRACT AND PRESERVING COMPANY  
2324 S. BINGHAMWAY • ST. LOUIS 9, MO

## SCHAEFER APPOINTS CERTIFIED PRODUCTS

Certified Products Company of Birmingham, Alabama, has just been appointed distributor for Schaefer ice cream and frozen food cabinets in Alabama and parts of Georgia, Florida, Mississippi and Tennessee.



Certified Products Company, under the management of Jerome (Jerry) Ard, has long been one of the South's foremost distributors as well as manufacturers.

The linking of these two companies is expected to assure ice cream manufacturers in Certified's territory of fine service in meeting complete cabinet requirements. Ample stocks of all Schaefer models are being carried in Certified's Birmingham warehouse with floor models in the show room for personal inspection.

## SCIENCE GROUP TO MEET IN KNOXVILLE

The University of Tennessee, a leader in dairy development in one of the nation's leading dairy states, will be host next June to the 46th annual meeting of the American Dairy Science Association. Dates for the meeting of this association, largest scientific dairy organization in the world, are June 5, 6, 7, and 8, 1951.

The invitation to meet next year in the top dairy state of the South was extended jointly by Dr. C. E. Brehm, President of the University of Tennessee; Dean and Director J. R. McLeod, of the U-T College of Agriculture and Home Economics, the Experiment Station, and the Agricultural Extension Service; and Professor C. E. Wylie, head of the U-T dairy department.

Some 1,500 delegates are expected to attend the National meeting in Knoxville. The meeting will be the largest of its kind yet held at the University of Tennessee. While membership in the association is composed largely of college specialists in dairy science, it also includes several hundred scientists and technicians in the dairy manufacturing industry; dairy cattle breed associations, and others in related fields.

Main sessions of the 1951 meeting will be held on the main campus of the University of Tennessee; but attendants will have ample opportunity to visit the University Farm and to inspect dairy facilities. Of particular interest to the large gathering will be a recently completed unit of buildings consisting of McCord Hall, main dairy building; the Dairy Products building; and the Food Science building.

McCord Hall, main building of the new dairy unit, was dedicated last fall. It contains offices for the U-T dairy staff, laboratories, classrooms, storage space, etc., such as may be found only in completely modern college dairy establishments.

The two-story dairy products building has complete equipment for bottling milk and manufacturing butter, cheese, and ice cream. Both buildings are fireproof, with concrete and steel framework, tile floors and walls, and aluminum window frames and furniture.

A dozen local committees have been appointed to smooth details for the June meeting, with Professor Wylie as general chairman. Key committees have already started functioning, and others will join as rapidly as problems arise in their fields. Committees will meet periodically until opening of the meeting, compare notes, and see that everything is done to insure one of the best meetings in the association's long history.

Coming to Tennessee for the meeting will be a new experience for many members of the American Dairy Science Association. This is emphasized by a statement by Dr. R. B. Recker, President of the Association, who stated:

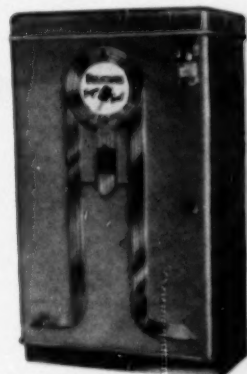
"Tennessee has much that would be of interest to our group. Very few of the members know of the developments in the State. They might like to know more of the early pioneer development in the Jersey breed, artificial hay drying, newest studies with radioactive isotopes, and the recreational facilities of the State. There is a great deal of interest that most of the country doesn't realize, but seeing is believing."

## GARDNER ESTABLISHES FUND

Establishment of the Gardner Scholarship Fund, has been announced by Edward T. Gardner, Jr., Vice President, of the Gardner Board and Carton Company, Middletown, Ohio manufacturers of paperboard, paper boxes and folding cartons.

The Gardner Scholarship Fund is being established by the company so that sixteen students—eight from the Middletown, Ohio area and eight from the Lockland-Reading and greater Cincinnati area—will receive financial aid for a college education from the fund when it is in full operation.

## ATLAS "Col Snac" VENDOR FOR ICE CREAM BARS-ON-STICKS OR ICE CREAM SANDWICHES



The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
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- Fast, Easy Loading!
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Write Today!

DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd. St. Louis 15, Missouri





## NEW VIRGINIA PLANT FOR RECO

A new plant has been constructed in Emporia, Virginia, by Reco Products Division of the Refrigeration Engineering Corporation, with home offices in Philadelphia. The new structure (see accompanying illustration) contains 43,000 square feet and has a private rail siding for four railroad cars.



Expanded production of large, pre-fabricated cold storage and low temperature buildings is expected to result. The firm is presently handling approximately \$200,000 worth of business for the Army Quartermaster Corps, calling for the manufacture of extremely large low temperature storage rooms, measuring 10½' by 60' by 10' high.

Andrew J. Asch, Jr., executive of Reco, forecasts a continuing increase in the use of these structures by ice cream manufacturers and frozen foods operators.

## PROFESSOR RIDDELL ON "NUTRITION"

Professor W. H. Riddell, head of the Department of Animal and Dairy Husbandry, the University of Vermont, Burlington, Vermont, was asked recently to discuss nutrition research in relation to ice cream, and responded as follows:

"History records that George Washington was the first to serve ice cream in our nation's capital. From the status of a 'once in a while' luxury, ice cream is now recognized as an economical and highly nutritious food. This fact is not as fully appreciated by the consuming public as it should be. For some people still regard it as a confection, palate pleasing with its delicate and satisfying flavor. On the basis of calculated food values, however, ice cream stands at the top in any list of body building foods. There needs to be more publicity and wider recognition of the important contribution which ice cream makes to the American diet.

"Dr. Hazel Stiebling, Chief of the Bureau of Human Nutrition, Washington, says 'We in this country would do well to use

twice the quantity of milk and dairy now consumed, according to experts in the field of nutrition. One way to increase the amount of milk in the diet, is to consume more ice cream. It is milk in concentrated form, rich in body protecting protein, minerals and vitamins. Furthermore, it is an economical source of these food essentials—easy on the household budget.

"Everyone likes ice cream. Young children never tire of it as a regular part of their daily meals. But it is for the teen-age and older folks, where milk consumption is lower than it should be, that ice cream can improve the standard of nutrition. Recent research shows teen-agers, who comprise about a third of our population, should have more than a quart of milk daily. They consume considerably less than that at present. Some teen-agers do not care for milk, and for these youth ice cream can help replace part of the milk in the food. Furthermore, nutrition research shows that the calcium of ice cream, so essential in building strong bones and teeth is used just as efficiently in the body as from whole milk.

"The same goes for older people. Sufficient calcium in the diet is very important after we pass the half century mark. For nutrition studies show we lose calcium more rapidly from our bodies then. An ample supply in our food is essential. Here is where ice cream helps fill the bill. Milk, cheese and ice cream are the three outstanding sources of calcium in the American diet today.

"Ice Cream also furnishes very important amounts of high quality body building protein and vitamins in the diet. It is notably rich in vitamins A and G, or riboflavin, as the nutrition people call it. Dr. Henry Sherman, world famous authority on nutrition, says that ice cream and dairy products make their great contribution in safeguarding the American diet in calcium, high quality protein and vitamins A and riboflavin.

"A mistaken impression, held by some of the ladies, is that ice cream is fattening. Any highly nutritious food, such as ice cream, is fattening if consumed frequently in large amounts. But even as a regular "once a day" dessert there need be little worry over the waistline. Calories tell the story. Let's see how it compares with other foods in this respect. That tempting piece of apple pie, for instance. The tables show it has about fifty per cent more calories than an average serving of ice cream. But we really face the calories with a slice of chocolate cake well iced—about seventy-five per cent more. Even such common desserts as plain cake, rice or butterscotch pudding add as many or more calories as ice cream. We can forget about calories and serve ice cream more regularly at mealtime. Here is one of our most nutritious foods, enjoyed by everyone, that has the added advantage for the housewife of being economical and easy to serve."

**PURO**  
**STABILIZERS**

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Sauce, also Sherbets & Ices.

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**MAPLE SUGAR CO., INC.**  
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## Forget Something?

There's a reminder on Page 69.

### WASHINGTON STATE CONVENTION HELD

The three-day convention of the Washington State Dairy Foundation and the Washington Creamery Operators Association held in Seattle in November, was voted one of the most successful and outstanding events of its kind by both the state dairy men and the national figures who attended.

The 1951 joint dairy convention will be held in Yakima, Washington, the home city of the newly elected President of the Foundation, Jack F. Schrader, Manager, Cascade Gold Star Dairies. Officers who will serve with him during the coming year are Kenneth C. Price, Price's Golden Guernsey Dairy, Port Orchard; and A. Frank Bird, Seattle, re-elected Secretary. The Board of Directors of the Foundation comprises the following: M. M. Boney, Whatcom County Dairymen's Association, Bellingham; Hans Forster, Alpine Dairy Products, Seattle; George H. Ustler, Angeles Cooperative Creamery, Port Angeles; J. M. Hephrey, Curlew Creamery Company, Spokane; George Wilson, Golden Rule Dairy, Seattle; Harry Calbon, Highland Dairy, Inc., Longview; Bert Sweeting, Medosweet Dairies, Inc., Tacoma; Richard C. Smith, Milky Way Dairy, Pullman; George Weiks, United Dairy, Olympia; Henry C. Weber, Carnation Company, Seattle; Almer Skordahl, West Coast Dairy Company, Everett; W. R. Young, Young's Dairy, Walla Walla; and Martin Conniff, Arden Farms, Co., Spokane.

Newly chosen officers of the Creamery Operators are Alvin Morris, President, Snohomish County Dairymen's Association, Everett; James Hephrey, First Vice President, Curlew Creamery, Spokane; John Gaiser, Third Vice President, Yakima Dairymen's Association, Yakima; L. W. Hanson, Secretary; and Ray Miller, Treasurer-Manager, Seattle.

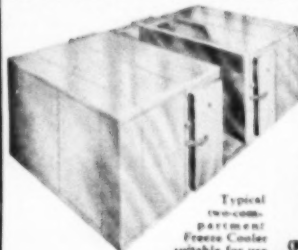
The lead-off address set the pace of the convention. This was given by Col. Richard J. Werner, newly appointed assistant executive director of the MILK Industry Foundation of Washington, D. C. He emphasized that the dairy industry must bring before the public the importance of milk and milk products in the American diet, which has undergone vast changes in the last fifty years.

Discussion leaders did an outstanding job, and contributed much to the life, interest, and value of the convention. The list included Martin Traub, Medosweet Dairy, Tacoma; Wm. M. Winther, Arden Farms, Seattle; E. R. Beck, Yakima City Creamery Co., Yakima; Jim Hephrey, Curlew Creamery Company, Spokane; J. Houston McCrosky, Carnation Company, Spokane; Phil Cornelius, Skagit County Dairymen's Association; Mt. Vernon; Allen Henderson, Arden Farms, Seattle; August Kristoferson, Jr., A. Kristoferson, Inc., Seattle; G. C. Turnbull, Medosweet Dairies, Inc., Tacoma; Wm. F. Penney, Pioneer United Dairies, Everett; Ray Miller, Washington State Dairy Council, Seattle; Jack B. Andrews, Carnation Co., Seattle; Harold Whitman, Arden Farms Co., Yakima; Irving T. Erickson, Jewel Ice Cream Co., Portland; and Fred Olson, Washington State Dairy Products Commission, Seattle.

Technical aspects of dairy operation were not overlooked. Speakers who talked on this side of dairying included: Dr. H. A. Bendixon, professor in charge of Dairy manufacturing, State College of Washington; Howard Green, Los Angeles; and Robert Wilson, Kristoferson's Dairy.

Sessions were presided over by M. M. Boney, President of the Foundation and John Emigh, President of the Washington Creamery Operators' Association.

**CAPACITY TO 5000 GALS.**



Typical two-compartment Freezer Cooler suitable for use for Milk Storage and Ice Cream Hardening or Food Freezing.

**"RECO-FAB"  
FROSTI-VAULT**

**HEAVY DUTY, LOW TEMPERATURE  
SECTIONAL HARDENING ROOMS**

- Any Lengths to 120 Ft.
- Widths of 8, 12, & 16 Ft.
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- Insulation of 4, 6, 8, & 10 in.

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**REACH-IN BULK STORAGE**



Sectional—Compact—Efficient  
—Economic— Holds 225  
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## Classified Advertising

### FOR SALE

**FOR SALE:** 500 gallon Pfaunder S.S. Rotor-coil Pasteurizer; 100-gallon York S.S. Jacketed Tanks; 100 and 200 gallon Round S.S. Pasteurizers; Also 100 to 300 gallon Cherry-Burrell S.S. Spray Pasteurizers; 20 and 40 qt. Emery Thompson Direct Expansion Freezers; 125 to 1500 gallon Homogenizers or Viscolizers; Majonnie S. S. Cabinet Coolers 8 wings each 72 tubes high; 9.9 Kewanee Scotch Marine Boiler and Oil Burner; 20 H.P. Cyclotherm Steam Generator; Fillers, Bottle Washers, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd St., New York 17, N.Y. Telephone: MUrray Hill 2-4616.

**FOR SALE:** 2 New Era ice cream brick cutting machines in good running condition, presently in use. BETTAR ICE CREAM COMPANY, 45 S. Catherine St. Baltimore 23, Md.

**FOR SALE:** Anderson 106 Power filler, complete with attachments for bars, three flavor pints and 1/2 gallons; Anderson 143 stick dispenser; 24 mold Larric brine tank; Vitafreeze twin stick loader; above equipment in excellent condition and reasonably priced. Frejlich's Ice Cream Co., 6218 W. 26th St., Berwyn, Ill. Stanley 8-2020.

**FOR SALE:** 1945 Federal tractor, Universal trailer body, 2200 gallon job complete with plates, compressors. 1938 International 1 1/2 ton truck with dry ice body, two doors, 450 gallon capacity. 1936 Ford 250 gallon dry ice body, special delivery. 1950 1/2 ton Ford, peddling body (8,000 miles). 1947 Jeep, ice cream body. 1949 Crosley (like new) equipped with ice cream body, hot dog boilers, soda box (11,000 miles). Two faced neon signs easily converted. Workman ice cream tricycles, tri-cycle parts. Can be purchased very cheap. Priced reasonable. Further details sent on request. Colonial Ice Cream Co., 112 Mirdle-town Ave., New Haven, Connecticut.

**FOR SALE:** 8 x 8 York ice machine, V drive complete with motor, starter, etc. This machine now in use. Will be replaced by larger equipment. Can be inspected. Available April 1. Jersey Maid Dairies, Bordentown, N. J.

**FOR SALE:** 1946 International K7 Truck with 1500 gallon dry ice refrigerated body, new tires, excellent condition. Reply Box 318, ICE CREAM FIELD, 19 W. 44th Street, N. Y. 18, N. Y.

**FOR SALE:** Two refrigerated ice cream truck bodies—1000 gallon and 650 gallon Capacity, equipped with cold plates and 1 1/2 H.P. compressor—with or without 1946 Ford 1 1/2 Ton Chassis. Reply Box 311, ICE CREAM FIELD, 19 W. 44th Street, New York City.

**FOR SALE:** One Pure-Pak Automatic ice cream packaging machine like new. Used only one season. Complete with filling nozzles for 3 flavors and single flavor. Priced right. Legion Ice Cream Co., 4251 S. State St., Chicago, Ill. Phone BO. 8-2600.

**FOR SALE:** Fourteen stickholders for 24-cavity molds. Excellent condition, used one season, \$15.00 each. Green's Dairy, Inc., 201 Highland Avenue, York, Pennsylvania.

**FOR SALE:** Chocolate Covered ice cream bar-on-stick machine. Inserts sticks, cuts, and dips bars, fully automatic—capacity 100 dozen per hour—complete with 4,000 waxed cardboard molds—price \$500. F.O.B. Webster. Nectar Products Co., Inc., Webster, Mass.

### HELP WANTED

**HELP WANTED:** Salesmen and brokers wanted to represent manufacturer of ice cream candies. Liberal commission. Gurley Chocolate Co., 1600 3rd Street North, Minneapolis 11, Minn.

**HELP WANTED:** Salesman—With following among ice cream manufacturers, to represent nationally known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

**HELP WANTED:** Choice territories open. Representatives wanted by an A1 company of national reputation in the manufacture of ice cream and frozen food low temperature cabinet field. Applicants with experience in contacting ice cream manufacturers preferred. Please state age, qualifications, outline of past experience and territory most familiar with in first reply. Reply to Box 342, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

### Rates

**RATES:** machinery, equipment and supplies for sale or wanted to buy, at a word (including address) for each insertion; help and positions wanted, 20 a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

**REPLIES** to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser whose initials or a number is given as the address.

**HELP WANTED:** Brokers: Midwest and Southern territories open. Fast selling line of sugar cones. Write Forrest Baking Corp. 5032 W. Lawrence Ave., Chicago 30, Ill.

**HELP WANTED:** #1-Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box 151, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

**HELP WANTED:** Large ice cream firm has opening for top-grade production man. Opportunity for advancement in a hurry. Must know Vogt freezers and general automatic ice cream machinery. Write Box 343, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

### WANTED TO BUY

**WANTED:** 500 gallon V-1 Vogt Ice Cream Freezer, Esquire Ice Cream Inc., 2702 Park Ave., St. Louis, Missouri.

**WANTED:** Ice Cream Plant. Would like to buy interest in small ice cream plant in South. Box 344, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

### POSITION WANTED

**POSITION WANTED:** Plant Superintendent or Production Manager ice cream plant. 25 years experience producing quality products throughout South. Know how to operate install and service refrigeration plant. Consider any reasonable offer with future. Appreciate inquiries. F. B. Hall, 801 N. Davis Ave., Richmond, Va.

**McGraw**  
**CONCENTRATE EMULSER**  
"for the finest in ice cream"

**McGraw Chemical Company**  
831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

**HOOTON**

**CHOCOLATE  
FLAVORCOAT**

Made with CHOCOLATE LIQUOR

better taste for ice cream  
bars and novelties

**HOOTON**  
**CHOCOLATE COMPANY**  
NEWARK 7, NEW JERSEY

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# Anderson

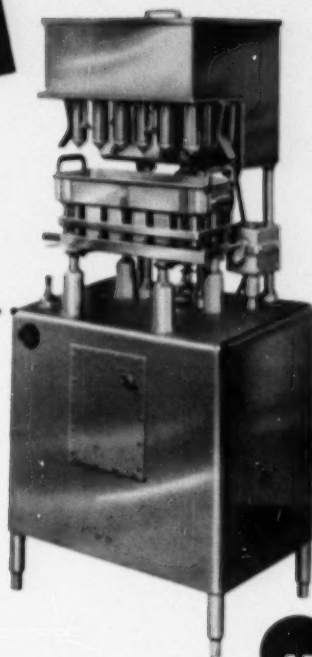
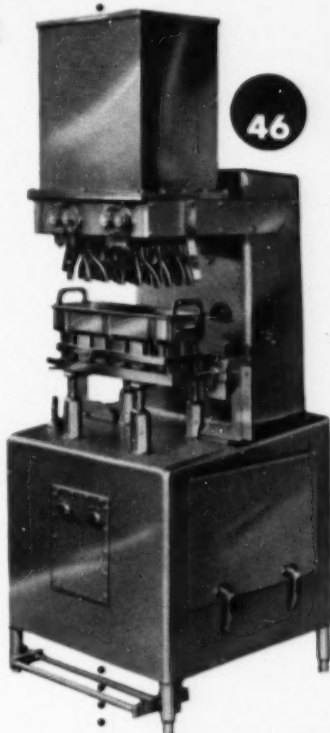
*Capacity: BOTH MODELS*  
15 MOLDS PER MINUTE  
900 MOLDS PER HOUR  
1800 DOZ. NOVELTIES PER HOUR

THE ANDERSON MODEL 45 LIQUID MOLD FILLER AND THE ANDERSON MODEL 46 ICE CREAM MOLD FILLER CAN BE LINED UP SIDE BY SIDE SO THAT THE SAME CONVEYOR CAN BE USED. OPERATION, HOWEVER, IS SEPARATE.

## FAST-DISPENSING MACHINES DESIGNED FOR DURABILITY ...SIMPLE AND ACCURATE OPERATION

### For Dispensing Ice Cream

The Anderson Model 46 twenty-four cavity mold filler is designed for dispensing ice cream and other products having the consistency of ice cream. When filling single or twin molds with one flavor, operation is fully automatic, filling 24 pockets at one time. When dispensing two flavors (multi-flavor molded bars; combinations of ice cream, sherbert, ice) operation is semi-automatic with 12 pockets being filled at a time. Quantity adjustment of from 2 to 4 ounces is possible, and while the machine is in motion. Like the Anderson 45, this unit operates in a conveyor line — mold is raised to filling position then lowered again to continue on conveyor. Timing and accurate dispensing is of paramount importance in both of these Anderson models. All parts that contact ice cream are stainless steel; the insulated hopper has a 14-gallon capacity and is divided in two equal sections; floor space taken by the machine is 26" x 28". Investigate the Anderson 46; see how it can also be lined up on the same conveyor with the Anderson 45.



### For Dispensing Liquids

Ingenious in design, basically simple in operation, the Anderson Model 45 liquid mold filler is the answer to fast, accurate production of molded liquid bars. Operation is fully automatic. Single or twin molds can be filled by the Anderson 45; the machine is equipped with a measuring cylinder for each cavity in the mold. Quantity is adjustable from 2 to 4 ounces by using different size valves. Because measurement is accurate, collars on the novelty are eliminated. The tank and all parts that contact the liquid are of stainless steel; nozzles are of Neoprene and are removable. The Anderson 45 takes up only 18" x 26" of floor space and stands 60" high. Get all the facts on this outstanding machine. See how it can increase volume and reduce your production costs.

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- • • No cooking or burning
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- • • No protein de-stabilization with resultant wheying off
- • • Smooth smooth texture
- • • Versatility and wide range of stabilization



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